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# *trade* *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

January 3, 1952

VOICE OF AMERICA, U.N. RADIO AND RADIO FREE EUROPE  
TO REPEAT PARTS OF 'WELCOME TRAVELERS' BROADCAST

The Christmas Day broadcast of the NBC radio WELCOME TRAVELERS, which saluted and presented the Christmas Family of the Year, is being reproduced in part by the Voice of America, the United Nations radio service and Radio Free Europe. Parts of it will be re-broadcast and other parts will be translated into foreign languages for use in end-of-year broadcasting beamed to countries behind the Iron Curtain to show true democracy in action.

The Christmas family was that of Rev. Carl Doss, a Methodist minister of Boonville, Calif., his wife, and their 9 adopted children of mixed racial heritage.

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# trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

January 2, 1952

PHILCO CORPORATION TO SPONSOR NBC'S TELEVISION AND RADIO  
COVERAGE OF REPUBLICAN AND DEMOCRATIC CONVENTIONS

- - -

Largest Lineup of Television and Radio Stations  
Ever Assembled by a Single Network

PHILADELPHIA, PA., DEC. 31 -- Philco Corporation announced today that it will sponsor the television and radio coverage of the Democratic and Republican conventions next July over the combined NBC radio and television networks. NBC predicts the largest lineup of radio and television stations ever assembled by a single network to carry the more than 60 hours of convention coverage.

In addition, Philco will sponsor pre-convention broadcasts prior to the actual conventions.

Philco will also sponsor the NBC coverage of the presidential election in November.

The announcement of Philco's sponsorship of the history-making NBC television and radio joint coverage was made by James H. Carmine, executive vice president of the Philco Corporation and Joseph H. McConnell, president of the National Broadcasting Company. Mr. Carmine added:

(more)





"Philco welcomes the opportunity to bring to the American public these history-making events in 1952. Philco pioneered in televising the 1940 convention in Philadelphia, which was seen by only a few thousand persons. So rapidly has television grown that this year it is estimated that 18 million homes will be equipped with television receivers by election day, 1952, and television is expected to exercise for the first time in history a profound influence on the outcome of the 1952 convention and election, with an estimated NBC audience of 70 to 75 million seeing and hearing the candidates in action."

In addition, Philco distributors and the more than 25,000 dealers across the nation plan to hold "open houses" so that many additional citizens in communities all over the country will be given an opportunity to see and hear this great event.

NBC has assigned its combined radio and television staffs of more than 100 nationally known news reporters, commentators, analysts and writers to the two conventions. They will be supplemented by 200 technical staff members, thus assuring the listening and viewing audience the most comprehensive coverage possible.

The Republican convention is scheduled to begin in Chicago on July 7 and the Democratic convention follows two weeks later, beginning July 21.

NBC television will broadcast a minimum of 60 hours coverage of the two conventions. NBC radio will provide full and comprehensive coverage of the sessions.

Television's newest marvel, the "walkie-talkie-lookie," a portable television camera, will be used for the first time at the two conventions. The "walkie-talkie-lookie" will bring home viewers within elbow reach of delegates and other convention and platform notables as

(more)



### 3 - 'Convention Coverage'

well as important leaders in hotel rooms and corridors and other locations where news is breaking.

In addition to direct broadcasts from the convention sessions in the International Amphitheatre in Chicago, the Philco-sponsored NBC schedule will include party meetings and caucuses; interviews with outstanding convention figures; sessions of the platform, resolutions and other major committees; human interest stories; activities at convention and party headquarters; discussion and forum-type programs; nation-wide roundups from Chicago and other key points on the eve of each opening session; coverage of activities of special interest to women, and all other behind the scenes action.

Such NBC television programs as "Meet the Press," "American Forum of the Air" and "The American Youth Forum" will originate in Chicago during the conventions. Likewise major radio forum and discussion programs will originate from the convention city.

Four special television remote pickup crews have been assigned to the convention for the origination of programs from strategic news spots. Additional radio remote pickup crews also will be moved to Chicago.

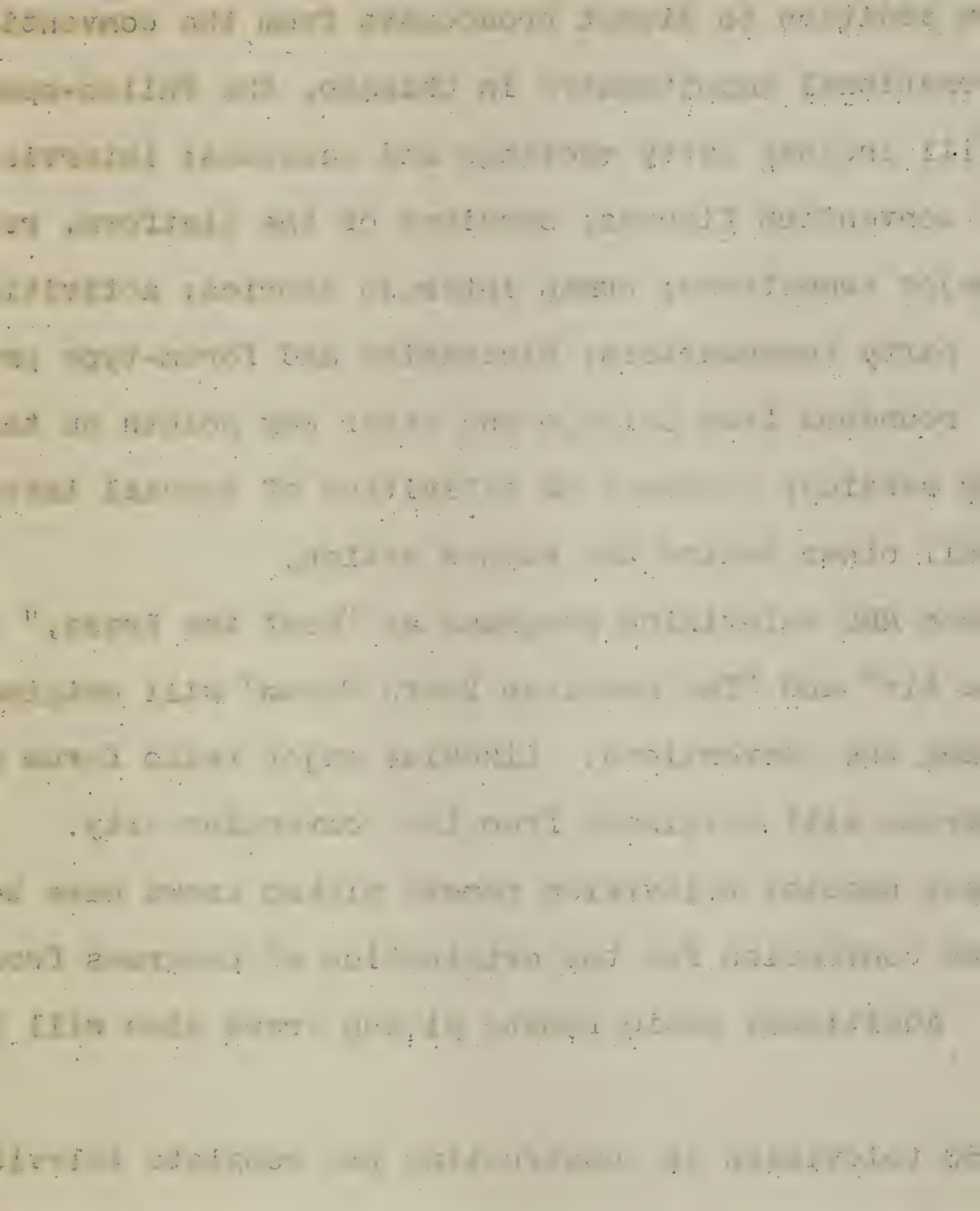
NBC television is constructing two complete television studios in the International Amphitheatre and another studio is being constructed for NBC radio.

Two additional studios, one for radio and one for television, are to be constructed in the Hotel Conrad Hilton, headquarters for the two parties.

As usual, NBC will handle the audio transmission from the convention hall for all radio and television networks.

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NBC television's full-time staff of 16 film cameramen will be utilized for convention coverage and its television film laboratories, the industry's most extensive, will be available for convention use.

NBC's television coverage of the conventions will be directed by William R. McAndrew, currently NBC-TV's director of Public Affairs and a veteran of six political conventions since 1940.

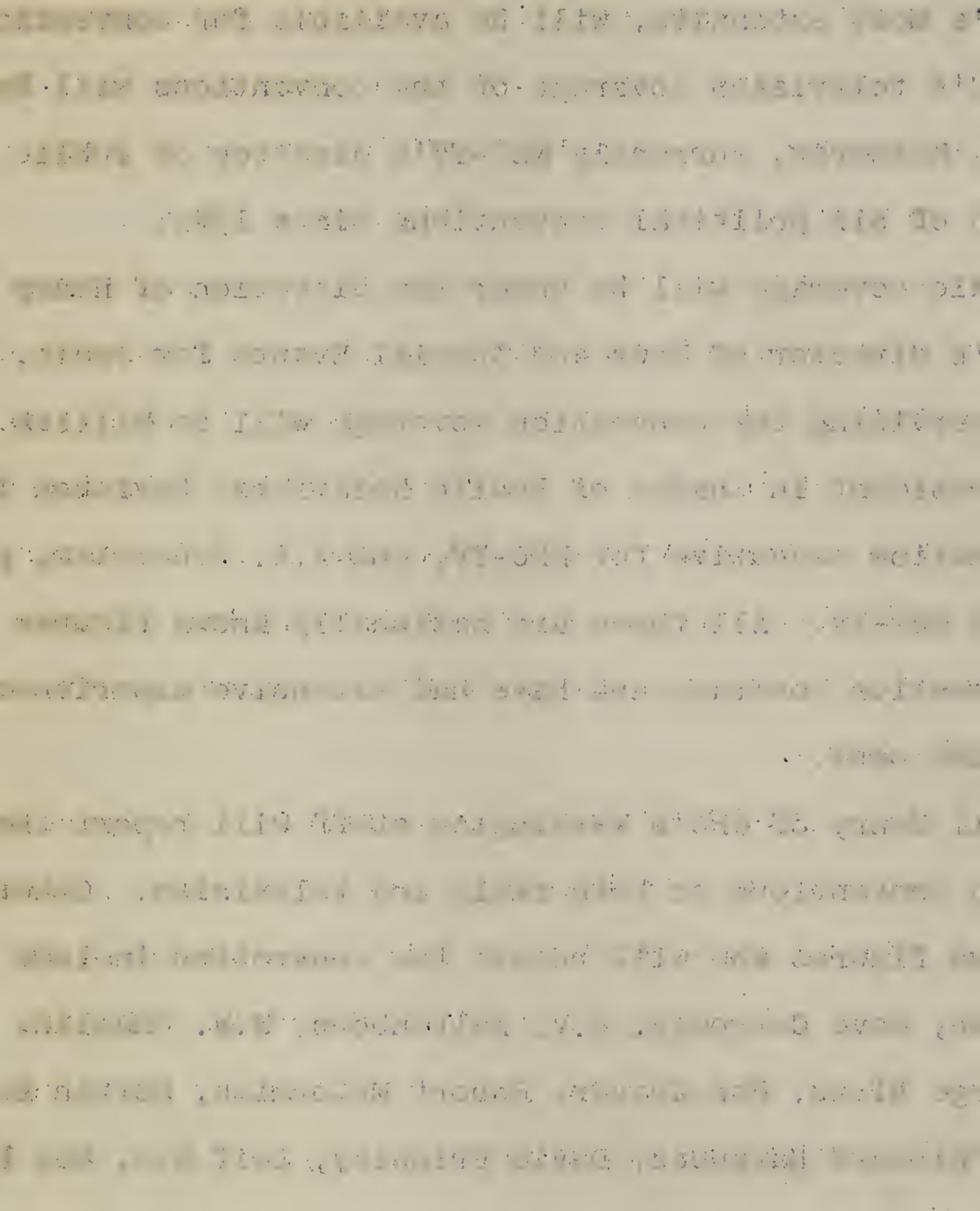
Radio coverage will be under the direction of Henry C. Cassidy, NBC's director of News and Special Events for radio.

Supervising the convention coverage will be William F. Brooks, NBC's vice president in charge of Public Relations; Davidson Taylor, general production executive for NBC-TV, and A.A. Schechter, general executive for NBC-TV. All three are nationally known figures in the field of convention coverage and have had extensive experience in such coverage in the past.

Bill Henry of NBC's Washington staff will report the running story of both conventions on both radio and television. Other well-known NBC news figures who will report the convention include John Cameron Swayze, Dave Garroway, H.V. Kaltenborn, W.W. Chaplin, Leon Pearson, George Hicks, Ben Grauer, Robert McCormick, Morgan Beatty, Earl Godwin, Richard Harkness, David Brinkley, Leif Eid, Ned Brooks, Ray Henle, Albert Warner, Clifton Utley, Alex Dreier, Bob Letts and Elmer Peterson.

Lawrence E. Spivak and Martha Rountree, creators and hosts of "Meet the Press," will interview important figures on the convention floor. Theodore Granik, founder and moderator of "The American Forum of the Air" and "The American Youth Forum," is moving the entire organization of these two programs to Chicago for the convention periods.

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SARAH CHURCHILL TO STAR IN HALF-HOUR NBC-TV  
SHOW, 'HALLMARK TELEVISION THEATRE';  
TO BE HOSTESS AND OCCASIONALLY ACT

Sarah Churchill, actress daughter of Britian's Prime Minister, will appear as hostess on a weekly series of dramatic shows titled the Hallmark TELEVISION THEATRE, on the NBC-TV network commencing Sunday, Jan. 6 (3:30-4:00 p.m., EST).

Miss Churchill will star in a dramatic role from time to time, in addition to presiding over the new half-hour program. The classics, the great works of modern authors and occasional outstanding original stories will be dramatized by celebrated performers of television, Broadway and Hollywood.

The young actress was born Oct. 7, 1916 in the Admiralty House, London, where her father was residing as First Lord of the Admiralty during World War I. Sarah started studying dancing at the age of 17, and it was as a dancer that she tried out for a show in 1936. She used the name "Sarah Smith" and her work so impressed the director that she was given a job in the chorus. A few years in repertory followed. When World War II started Miss Churchill joined the Woman's Auxiliary Air Force and soon became a section officer. Her greatest happening during the war was that her father took her to Teheran and Yalta with him as his official WAAF aide.

After the war, she went back to the stage and also appeared in films in London and Italy. Miss Churchill came to America in 1949 with a contract calling for a ten-month tour in "The Philadelphia Story." In 1950, she made her first movie in America, "Royal Wedding." Her Broadway debut was in April, 1951, as the star of "Gramercy Ghost."

William Corrigan, director of such NBC-TV shows as "Lights Out" and "Musical Comedy Time," will be the producer-director. The program will originate in NBC's Hudson Theatre in New York City. The Hallmark Greeting Card Company will be the sponsor. The agency is Foote, Cone and Belding.

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N.D. COLLEGE OFFERS 4-YEAR COLLEGE TERM  
TO TYROS ON 'ORIGINAL AMATEUR HOUR'

Contestants on Ted Mack's ORIGINAL AMATEUR HOUR (NBC-TV, Tuesdays, 10:00 p.m., EST) have been given an opportunity to compete for a four-year tuition scholarship at North Dakota Agricultural College.

The scholarship proposal came from Fred S. Hultz, president of the college. Mack, moderator of the popular network program, made the announcement during a recent broadcast salute to Fargo, N.D.

In a message to Mack, President Hultz said: "This tuition scholarship is tendered through you because of our confidence in your program of youth opportunity, at a time when we are so completely dependent upon the oncoming generation of young people for the future of our great democracy."

All beginners introduced by Mack on the "Original Amateur Hour" before Dec. 1, 1952, will be eligible for the four-year tuition award. Winner will be the one who presents the best qualifications in a 200-word application to be judged by a group of university presidents.

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NBC-New York, 1/2/52



NBC STARS AND SHOWS ARE CHOSEN BY RADIO AND TV

EDITORS IN 'RADIO AND TELEVISION DAILY' POLL

FOR RELEASE THURSDAY, JAN. 3, A.M.

Radio and Television Daily's annual poll of the nation's radio and television editors for their favorites of 1951 racks up the following scores for NBC:

Woman of the Year -- Tallulah Bankhead, of the "Big Show," radio, and Imogene Coca of "Your Show of Shows," television; Red Skelton Show," television Comedy Show of the Year; John Cameron Swayze, television Commentator of the Year; "You Bet Your Life" on radio and also on television, as the Quiz Show of the Year; Jimmy Powers as television Sportscaster of the Year; and "Kukla, Fran and Ollie" as television Children's Show of the Year.

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#### JOIN CAST OF 'KINGS ROW'

The Alexander sisters, Jane, 8, and Denise, 12, have joined the cast of NBC's morning radio serial KINGS ROW (Mondays through Fridays at 11:30 a.m., EST).

They are portraying the roles of the two orphans who eventually will be adopted by Randy McHugh (Charlotte Manson). Both girls have long been featured on radio and television shows in New York. Denise, the elder, has played in over 1,000 radio shows, including the part of Francie in NBC's "A Tree Grows in Brooklyn," as well as lead roles in NBC-TV productions of "Lights Out" and "Philco Television Playhouse."

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NBC-New York, 1/2/52





CREDITS FOR 'THE BIG PAYOFF' ON NBC-TV

TITLE: THE BIG PAYOFF

TELECAST: Mondays through Fridays  
3:00 to 3:30 p.m., EST

STARTING DATE: Dec. 31, 1951

ORIGINATION: New York

FORMAT: Quiz show

STARS: Randy Merriman as host and  
quizmaster, and Bess  
Myerson as hostess.

CAST: Conover models and  
contestants

MUSIC: Burt Buhrman's trio

DIRECTOR: Paul Alter

WRITER AND ASSOCIATE  
PRODUCER: Joseph Gottlieb

PRODUCER: Walt Framer

SPONSOR: Colgate-Palmolive-Peet  
Company (Mondays,  
Wednesdays and Fridays  
only)

AGENCY: William Esty Company, Inc.

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THE UNIVERSITY OF MICHIGAN LIBRARY

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THE UNIVERSITY OF MICHIGAN LIBRARY  
5:00 PM TO 5:30 PM

1957

THE UNIVERSITY OF MICHIGAN LIBRARY

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5:00 PM TO 5:30 PM  
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# **trade news**



**RCA BUILDING · RADIO CITY · NEW YORK**

PR-17A-9-45

January 3, 1951

**NINE NBC RADIO NET ADVERTISERS  
RENEW ON EIGHT EVENING SHOWS**

Nine NBC radio network advertisers have renewed sponsorship of eight evening programs representing a weekly gross time billings total of \$111,500. The renewals are:

R.J. Reynolds Tobacco Co. for Prince Albert Tobacco on "Grand Ole Opry," Saturdays, 9:30-10:00 p.m., EST, effective Jan. 5; through William Esty Co.;

Mutual Benefit Health and Accident Association of Omaha for "On the Line with Bob Considine," Saturdays, 5:45-6:00 p.m., EST, effective Jan. 19, through Bozell & Jacobs;

E.I. du Pont de Nemours & Co., Inc., for "Cavalcade of America," Tuesdays, 8:00-8:30 p.m., EST, effective Dec. 18; through Batten, Barton, Durstine & Osborn, Inc.;

Reynolds Metals Co. for the 6:30-7:00 p.m., EST, portion of "The Big Show," Sundays, 6:30-8:00 p.m., EST, effective Dec. 30; through Buchanan & Co., Inc.;

The three Operation Tandem advertisers and shows: Liggett & Myers Tobacco Co., Inc., for Chesterfield Cigarettes, and the Whitehall Pharmacal Co., both effective Dec. 30, and the American Chicle Co.,

(more)

THE UNIVERSITY OF CHICAGO  
LIBRARY



2 - Radio Renewals

effective Jan. 3, for the 7:30-8:00 p.m., EST, portion of "The Big Show," Sundays, 6:30-8:00 p.m., EST; "Mr. Keen," Thursdays, 8:30-9:00 p.m., EST, and the "Martin & Lewis Show," Fridays, 8:30-9:00 p.m., ES Agency for Chesterfield is Cunningham & Walsh; for Whitehall, John F. Murray, and for American Chicle, Sullivan, Stauffer, Colwell & Bayles Inc.

Cities Service Co. for "Band of America," Mondays, 9:30-10:00 p.m., EST, effective Jan. 21 through Ellington & Co., Inc.

Sun Oil Co. for "Sunoco Three Star Extra," Mondays through Fridays, 6:45-7:00 p.m., EST, effective Jan. 14 through Hewitt, Ogilvy Benson & Mather, Inc.

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CROSLEY JOINS SPEIDEL AS SPONSORS OF  
'PAUL WINCHELL-JERRY MAHONEY'

The Crosley Division of the Avco Manufacturing Corp. will begin alternate week sponsorship of the "Paul Winchell-Jerry Mahoney Show" over the NBC television network beginning Monday, Jan. 7 (8:00-8:30 p.m., EST).

The program has been sponsored weekly by the Speidel Corp., which will now sponsor it on an alternate week basis with Crosley.

Advertising agency for Crosley is Benton & Bowles, Inc., and for Speidel is Sullivan, Stauffer, Colwell & Bayles.

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JANE WYATT AND JOHN HODIAK TO BE SEEN IN  
FIRST OF SERIES OF FIVE MYSTERY DRAMAS

A series of five unusual mystery dramas starring top-name performers will alternate with the police-action series "Dragnet" beginning Thursday, Jan. 10 (9:00 p.m., EST) on the NBC television network. Starting on March 20, the TV version of "Gangbusters," the famed radio show, will be presented every other Thursday alternating with "Dragnet."

On the Jan. 10 mystery drama, Hollywood stars Jane Wyatt and John Hodiak will be seen in a psychological play titled "The Weak Point." Hodiak will portray an ex-Army Judge Advocate officer who presided in a court-martial that resulted in a soldier's being executed. The slain soldier's brother, anxious for revenge, discovers that the ex-officer is extremely jealous. He then sets up a deliberate plan to kill the officer's wife (played by Jane Wyatt) and then commit suicide -- causing the husband to be haunted for life with the thought his wife was involved in a triangle.

"The Weak Point," written by screen writer Whitfield Cook, will be produced by Hudson Faussett.

The Liggett & Myers Tobacco Company for Chesterfield cigarettes is the sponsor. The agency is Cunningham and Walsh.

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NBC-New York, 1/3/51





BOB CONSIDINE'S TELEVISION SHOW MOVES  
TO ITS FIRST NIGHTTIME SPOT

The BOB CONSIDINE SHOW will change its time spot from Saturdays at 5:45 p.m. (EST) on the NBC television network to Tuesdays at 10:45 p.m. (EST) effective Jan. 8. The friendly newsman's commentary, sponsored by the Mutual Benefit, Health and Accident Association of Omaha, will continue to be heard on NBC's radio network at the old time, Saturdays, at 5:45 p.m. (EST).

Famed for being an outstanding reporter, longtime correspondent of the International News Service, author of ten books and the scenarios for five movies, Considine brings poise, polish and great warmth to his fifteen-minute weekly reports on the "Bob Considine Show." Frequently he interviews headline personalities or fascinating men behind the news.

The new time spot will be Considine's first appearance on a regularly scheduled night-time program. "I'm very happy about the time change," he said the other day, "because I'll be meeting a whole new group of people over the airwaves. A man can't have too many friends, it's always seemed to me."

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ELIZABETH PATTERSON JOINS THE CAST OF  
'THE HALLS OF IVY' AS MISS TATE

There's a new anchor character on THE HALLS OF IVY (NBC radio, Wednesdays, 8:00 p.m., EST) and the name is Miss Tate. Miss Tate is the new housekeeper in the campus home of Dr. and Mrs. Hall (Mr. and Mrs. Ronald Colman) and one with a philosophy that gives pause to the big brains of faculty row.

She is played by Elizabeth Patterson, whose portrayals of somewhat quaint elderly ladies have made a mark both on the stage and in films. Miss Patterson has played housekeeper roles before, but is probably best remembered as Bing Crosby's mother in both "Sing, You Sinners" and "Welcome, Stranger." Her picture credits include "Tobacco Road," "Little Women," "Bright Leaf," "High, Wide and Handsome" and "Intruder in the Dust," for which she won a Best Supporting Player Award.

She has appeared in more than 75 films in the past 20 years and has enacted important roles in many New York plays, including "Magnolia," "Her Master's Voice," "Candida," "Spring Freshet" and "But Not Goodbye." It was while she was appearing in a Theatre Guild play, "Man's Estate," that she was discovered by talent scouts and sent to Hollywood.

Miss Patterson is a native of Savannah, Tenn. Her parents tried to discourage her from a theatrical career by sending her to boarding school abroad. They didn't count on her teachers' taking her to the best plays in Paris to learn the language. She fell more in love with the theatre than ever, and as soon as she returned to this country she began what was to be a long and noteworthy career in the entertainment world.

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DEFENSE DEPARTMENT OFFICIAL PRAISES 'SILENT MEN'

Charles E. Dillon, chief of the radio-television branch, Department of Defense, has endorsed the NBC documentary-drama series, THE SILENT MEN, in these terms:

"We feel that any program of this kind, which alerts families of servicemen against exploitation and rackets, is very much in the public interest and NBC is to be congratulated and thanked for putting it on."

All programs in the series are devoted to showing the work of government agents in combatting crime and all are based on authentic data from government files. The specific broadcast cited by Dillon exposed frauds practiced by con men on relatives of G.I.'s killed in Korea.

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INDIANA JUNIOR HONORED FOR WORK ON  
'PLAYHOUSE ON BROADWAY'

Julie Strong, Indiana University junior who appeared opposite Adolph Menjou on the NBC radio PHILIP MORRIS PLAYHOUSE ON BROADWAY broadcast New Year's Day, scored the highest rating -- 94 -- of any student yet heard in the current intercollegiate acting competition being conducted on the program.

Miss Strong already has received a screen-test offer from Warner Brothers and will be auditioned by ANTA for their forthcoming series of Broadway productions.

Menjou said of her, "This is my fortieth year in show business and I have met no girl with more talent than this little lady."

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CREDITS FOR 'HALLMARK TELEVISION THEATRE' ON NBC-TV

PROGRAM: HALLMARK TELEVISION THEATRE.

TIME: NBC-TV, Sundays, 3:30-4:00  
p.m., EST.

STARTING DATE: Jan. 6, 1952.

HOSTESS: Sarah Churchill.

CAST: Celebrated performers of TV,  
Broadway and Hollywood,  
with Miss Churchill star-  
ring in a dramatic role  
from time to time.

FORMAT: Dramatic presentations.

PRODUCER-DIRECTOR: William Corrigan.

ASSOCIATE DIRECTOR: Paul Lammers.

PRODUCTION ASSISTANT: Marylyn Evans.

TECHNICAL DIRECTOR: Robert Hanna.

LIGHTING DIRECTOR: Jack Fitzpatrick.

SETTINGS: Jim Russell.

POINT OF ORIGIN: NBC's Hudson Theatre in New  
York City.

SPONSOR: Hallmark Greeting Card  
Company.

AGENCY: Foote, Cone and Belding.

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NBC-New York, 1/3/52

WILLIAM B. BAKER, JR.

1884-1914, 1915-1916  
1917-1918, 1919-1920

Jan. 6, 1907

with family

Residence: 1000 N. 1st St.,  
Chicago, Ill.  
with Mrs. B. B. Baker, Jr.  
1917-1918, 1919-1920

Residence: 1000 N. 1st St.,  
Chicago, Ill.

1917-1918, 1919-1920

1917-1918, 1919-1920

1917-1918, 1919-1920

1917-1918, 1919-1920

1917-1918, 1919-1920

1917-1918, 1919-1920

1917-1918, 1919-1920

1917-1918, 1919-1920

1917-1918, 1919-1920



NBC-TV PROGRAM

CREDITS FOR 'ROBERT MONTGOMERY PRESENTS THE JOHNSON'S WAX PROGRAM'

PROGRAM: ROBERT MONTGOMERY PRESENTS THE JOHNSON'S  
WAX PROGRAM

NETWORK: NBC Television

PREMIERE: Monday, Jan. 7 (9:30-10:30 p.m., EST),  
alternate weeks thereafter.

FORMAT: Drama

POINT OF ORIGIN: New York

SPONSOR: S.C. Johnson & Son, Inc.

AGENCY: Needham, Louis & Brorby, Inc.

HOST: Robert Montgomery

PRODUCER: Robert Montgomery

PRODUCTION SUPERVISOR: Joseph Bailey

DIRECTOR: Dan Petrie

PREMIERE BILL: "The Farmers Hotel," adapted by Thomas  
Phipps from the recently-published  
novel by John O'Hara.

CAST: (Jan. 7) Ira Studebaker.....Thomas Mitchell  
Charles.....John Marriott  
Dr. Graeff.....William Podmore  
Mrs. Fenstermacher...Katherine Raht  
Howard Pomfret.....John Newland  
Martha Paul.....Faith Brook  
Jerry Mayo.....Joshua Shelley  
Conchita Pickwick...Gretchen Hauser  
Paulette Pickwick...Irene Dailey  
Joe Rogg.....Edward Binns  
State Patrolman.....Richard Fraser

STORY LINE: (Jan. 7) The locale is the Pennsylvania country;  
the time is the present. The story of  
Ira Studebaker and his Farmers Hotel  
begins on the night the place first  
opens for business. A man and woman,  
married, but not to each other, stop  
at the hotel to make a phone call.  
While their car is being repaired,  
they decide to stay for dinner. They  
are joined by other guests. While the  
storm rages outside, good fellowship  
reigns within until one of the guests  
insults and quarrels with another and  
leaves the hotel. The party breaks  
up with tragic consequences.

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NBC-New York, 1/3/52



CREDITS FOR 'THE VAUGHN MONROE SHOW'

PROGRAM: THE VAUGHN MONROE SHOW

NETWORK: NBC Radio network.

TIME: Saturdays, 10:00 to  
10:30 p.m., EST.

STARTING DATE: Saturday, Jan. 5, 1952.

STAR: Vaughn Monroe.

FEATURING: Guest girl vocalist and plus  
Moon Maids and Moon Men  
(choral groups).

FORMAT: Musical program starring the  
band-leader and his 28-  
piece orchestra. Featuring  
the Moon Maids and the Moon  
Men and a visiting girl  
vocalist. A prominent univer-  
sity will be musically saluted  
each week and a key city or  
college town will be visited  
and musically feted.

PRODUCER-DIRECTOR: Louise Froiland

MUSICAL DIRECTOR: Gene Hammett

WRITER: Draper Lewis Jr.

ANNOUNCER: Lee Vines

SPONSOR: R.J. Reynolds Tobacco Co., for  
Camel Cigarettes

AGENCIES: William Esty & Co.

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# trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

January 4, 1952

'K., F. AND O.' DO GET AROUND!

Beulah Witch, transportation boss of the KUKLA, FRAN AND OLLIE company, will need four new broomsticks if she's going to get the troupe through its January travel schedule.

Starting off Jan. 5, K., F. & O. and associates head for a week's work in New York. The outfit then has to gallop back to Chicago for a special appearance date on the 13th and will barely have time to catch its breath before tripping to Washington.

Cause of all this stitching-up of the map is, first a new York journey to receive the "Look" award for the best children's show in television, scheduled for presentation on the "Kate Smith Evening Hour," Wednesday, Jan. 9 (NBC-TV network, 8:00 p.m., EST). The Kuklapolitans' neighbor in Chicago, Marlin Perkins, will also be with them at that time to receive the "Look" best educational program award for his "Zoo Parade."

On Jan. 13, the Kuklapolitans will be back home in Chicago to do a special show for the Chicago chapter of the Baseball Writers Association of America. Then, on Jan. 26, the troupe will entertain at the National Press Club's annual Father-Daughter Dinner in Washington, with a possibility that they may keep the show in the nation's capital for the ensuing week.

At last report, Miss Witch was scouting a route across the Sierras to California.

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MORE THAN 100 MILES OF WIRING GO INTO  
RCA EXHIBITION HALL FOR 'TODAY'

One hundred and ten miles of wire are being installed in the RCA Exhibition Hall, in New York, for all the communications equipment to be used on TODAY, NBC's new morning television program with Dave Garroway (7:00-9:00 a.m., EST and CST, starting Jan. 14).

The wire is for radio, telephone lines, teletype lines, tape recorders, turntables for records, telephoto equipment, microphone, TV cameras and specially designed lighting fixtures.

There will be facilities for talking by short-wave radio to eight different points in the world, individually or simultaneously.

The Exhibition Hall will be equipped to receive as many remote TV broadcasts as the coaxial cable and microwave relay can provide.

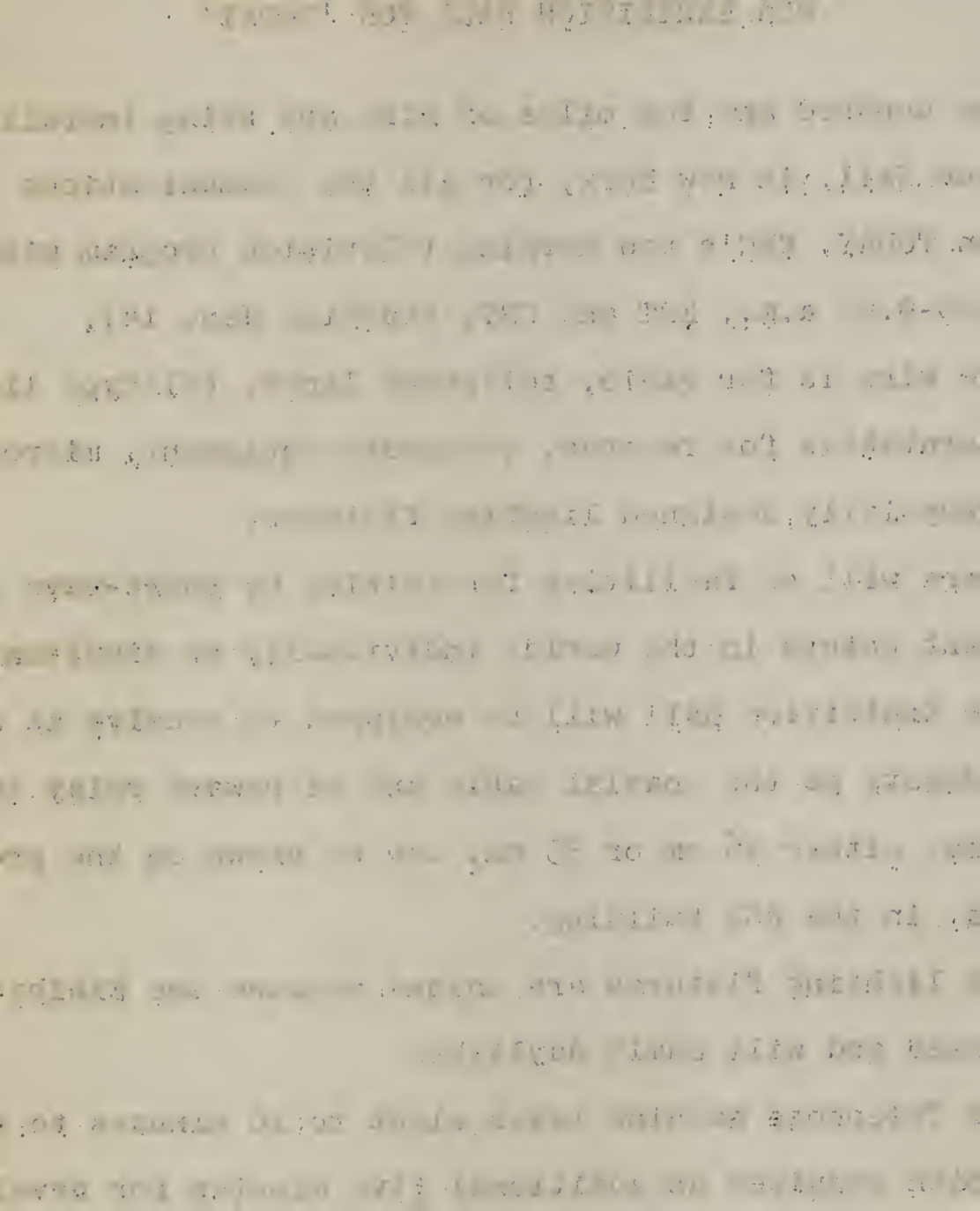
Film, either 16 mm or 35 mm, can be shown on the program from a studio in the RCA building.

The lighting fixtures are unique because the Exhibition Hall is glass-fronted and will admit daylight.

The Telephoto machine takes eight to 10 minutes to receive a picture, which requires an additional five minutes for developing and printing. A total elapsed time of 15 minutes between transmission of the picture at its point of origin and its display to the television audience will obviously beat the same picture as it appears in the newspapers by several hours.

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NBC-New York, 1/4/52





January 4, 1952

MENOTTI'S SUCCESSFUL NBC TELEVISION OPERA  
TO BE RECORDED BY RCA VICTOR

Gian-Carlo Menotti's opera, "Amahl and the Night Visitors," which was received with overwhelming praise in its premiere performance on NBC Christmas Eve, will be recorded by RCA Victor. The original cast will be heard with Menotti himself supervising the recording.

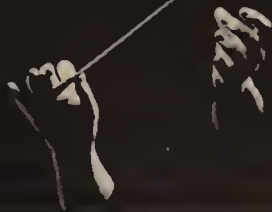
Chet Allen, 12-year-old boy soprano, sings the role of Amahl; Rosemary Kuhlmann, mezzo-soprano, is the mother; Andrew McKinley, tenor, Leon Lishner, bass, and David Aiken, baritone, are the three kings, and Francis Monachino is the servant. Thomas Schippers is conductor.

G. Schirmer and Sons also has announced that it will publish the score of the opera shortly.

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# MUSIC



# NEWS

FROM



PR 34

TOSCANINI TO CONDUCT BEETHOVEN'S NINTH  
IN BENEFIT FOR NEW YORK INFIRMARY

FOR RELEASE MONDAY, JAN. 7

Arturo Toscanini will conclude his fourteenth season with the NBC SYMPHONY on Saturday, March 29th (NBC, 6:30 p.m., EST) with a Carnegie Hall performance of Beethoven's Ninth Symphony, which will be given as a benefit for the Building Fund of the New York Infirmary, Mrs. David Sarnoff, chairman of the Infirmary Concert Committee, announced today.

The distinguished conductor, who will be 85 on March 25th, is auditioning soloists for the performance, which will be his second benefit for the New York Infirmary. In April, 1948, he conducted the Verdi Requiem in Carnegie Hall, establishing a new house box-office record of more than \$58,000 which was turned over to the Infirmary's building fund.

Mrs. Sarnoff announced that all ticket sales will be handled by the New York Infirmary Concert Committee, which has secured office space on the thirteenth floor of 711 Fifth Avenue. Commencing today reservations for the concert will be accepted either by mail or telephone at that address. The concert committee's telephone numbers are Plaza 3-7770 and Plaza 3-7771.

(more)





## 2 - Toscanini Concert

The scale of prices for the concert is as follows:

Boxes (seating 8) \$250; \$25 for orchestra seats; \$15 for mezzanine and \$10 for balcony seats. The complete cost of tickets is fully deductible from income tax as a charitable contribution, Mrs. Sarnoff said. Checks should be made payable to the New York Infirmary Building Fund.

The New York Infirmary, which was founded in 1853 by Dr. Elizabeth C. Blackwell, America's first woman doctor, is the first and oldest hospital in the United States completely staffed by women doctors and technicians. On Dec. 6, 1951 Mayor Impellitteri presided at ceremonies marking the commencement of demolition work on antiquated tenements adjacent to the Infirmary's present site at Stuyvesant Park and East 15th Street.

The day following the Toscanini benefit concert at Carnegie Hall construction work will start on the Infirmary's projected \$3,600,000 building, which is expected to be completed in 1952. The Toscanini concert is expected to augment the Building Fund substantially. Approximately \$600,000 is needed to complete the projected new building, this amount being required to put a roof on the ten-story, 215-bed hospital that will rise on the present site of the Infirmary.

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NBC-New York, 1/4/52





January 7, 1952

NBC PETITIONS FCC TO MODIFY TV STATION OWNERSHIP RULES  
IN INTEREST OF ADDITIONAL UHF APPLICATIONS

WASHINGTON -- To encourage the rapid development of UHF television, the National Broadcasting Company has petitioned the Federal Communications Commission to modify its multiple ownership rules which limit to five the number of television stations a single licensee may own.

NBC proposed that this limitation not apply to stations in the UHF band, thus permitting additional applications in that band.

Explaining that the relatively small number of UHF applications now filed with the Commission indicates a reluctance to apply for these channels, NBC stated its proposed amendment can hasten the advance of UHF commercial operation by encouraging more applicants to participate in its development. Only 26 of the more than 460 applications now pending with the Commission request UHF facilities, the NBC petition pointed out.

NBC and its parent company, RCA, have already expended more than \$2,500,000 in experimental UHF developments, the Commission was informed, and NBC is willing and able to engage in commercial operation of UHF television at the earliest possible date if licensed to operate additional stations in the UHF band.

(more)

January 7, 1955

Enclosed for Mr. Tolson is the first draft of the

report of the Commission on the activities of the

Communist Party, U.S.A., in the United States.

The report is being prepared by the Commission on the

activities of the Communist Party, U.S.A., in the

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The NBC petition was filed by Gustav B. Margraf, vice-president and general attorney, at the FCC offices here.

The NBC petition stated:

"The Commission can hasten the advance of UHF commercial operation by adopting a policy which will encourage all segments of the industry to participate in the development of UHF commercial operation. The proposed amendment will allow persons who own the present limit of five television stations to help in this development. It will also encourage others who may plan to apply for VHF stations to seek UHF stations in some communities."

The Bridgeport, Conn., UHF experimental station, operated by NBC, has provided valuable experience and data which have been made available to the Commission, and to others in the industry, the NBC petition pointed out. NBC's experience in this experimental UHF station, which has operated on a regular five-day-a-week schedule for almost two years, can be applied to commercial development in the UHF band to the benefit of the public and the rest of the industry, the Commission was informed.

The present Commission rule imposes a flat ceiling of five stations regardless of whether the public interest would be served by operation of more stations by an applicant, the NBC petition asserted. The amendment proposed by NBC would encourage all qualified persons to seek UHF stations and thus enhance prospects for early widespread UHF operation, it was pointed out.

(more)

the above mentioned day.

The specific amendment proposed by NBC to change Section 3.640(b) of the FCC rules and regulations relating to television is:

"No person (including all persons under common control) shall, directly or indirectly, own, operate, or control such number of television broadcast stations as would result in the concentration of control of television broadcasting facilities in a manner inconsistent with the public interest, convenience, or necessity; provided, however, that the Commission will consider the ownership, operation, or control of more than five VHF television broadcast stations to constitute the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity."

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NBC-New York, 1/7/52





# trade



# news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

January 7, 1952

\* ————— \*

'The Goldbergs' Start  
Feb. 4 on NBC-TV

\* ————— \*

Television's warm and lovable family drama-comedy, **THE GOLDBERGS**, will start on the NBC-TV network Monday, Feb. 4 (7:15-7:30 p.m., EST) and will be seen every Monday, Wednesday and Friday thereafter. The program will be sponsored on Mondays by the Vitamin Corporation of America, Newark, N.J.

A radio classic for more than 20 years, successfully translated into television, theatre and screen versions, "The Goldbergs" is returning in a 15-minute version to NBC, the scene of its early triumphs. "The Rise of the Goldbergs," written in 1929 by Mrs. Gertrude Berg, creator of the program, was first presented on the network on the condition that Mrs. Berg play the role of Molly. She has had that role ever since.

"The Goldbergs" is built around the lives of a New York family and their daily experiences. It is written by Mrs. Berg, a native of New York, who attended public schools there and studied playwriting at Columbia University. She started writing "The Goldbergs" after she was married and the mother of two children, as entertainment for the guests at her father's Summer hotel in the Catskill Mountains. Since then, "The Goldbergs" has been an outstanding success in virtually every medium of showbusiness.

Agency for Vitamin Corporation of America is Duane Jones.

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AMERICA'S NO. 1 NETWORK · THE NATIONAL BROADCASTING COMPANY



STATE DEPARTMENT USES FILM OF NBC-TV'S  
'BATTLE REPORT' AS TRAINING INSTRUMENT

The State Department's Foreign Service Institute employs a kinescope film of NBC-TV's BATTLE REPORT-WASHINGTON program as part of its standard indoctrination course for all department employes. The film shows Secretary of State Dean Acheson answering letters and questions from American citizens on the aims and conduct of U.S. foreign policy. NBC-TV audiences saw this "Battle Report-Washington" on Oct. 21, 1951.

Immediately after the original telecast, officials of the State Department called NBC to ask for a kinescope copy of the program. Producer Ted Ayers arranged for a 16 mm. film which was promptly shown at a series of special showings for members of the department. Subsequently the "Battle Report" film was incorporated into the training curriculum for new members of the department and into refresher courses given State Department personnel returning from overseas.

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The State Department's Bureau of Investigation  
has a knowledge of the activities of the  
American people as part of the national defense  
policy course for all government employees. The  
American Bureau of Investigation is the largest  
and most important of the American Bureau of  
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1931, 1932

Investigation 1931-1932  
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American Bureau of Investigation.



H.V. KALTENBORN STARTS HIS THIRTEENTH  
YEAR ON NBC WITH SAME SPONSOR

H.V. Kaltenborn, dean of radio commentators, began 1952 with a bang by starting his thirteenth year on the same network, NBC, for the same sponsor, the Pure Oil Company. In all these years on the air Kaltenborn has never missed a scheduled broadcast. He did some broadcasts from the Pacific during this long period, and others from Europe, but never in more than a decade was he sick, late or on leave.

Kaltenborn will be one of NBC's featured commentators during the political conventions coverage this Summer.

Currently H.V. is heard on the NBC radio network Monday, Wednesday and Friday at 7:00 p.m., EST, network except WNBC, during "Pure Oil News Time" as well as on other NBC radio and television programs.

"I have heard it said," he declared the other day with a twinkle in his eye, "that a man is as young as he feels."

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# trade news



RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

January 8, 1952

\* ————— \*

## SPOTLIGHT ON NEW COMEDY TALENT

- - -

Newcomers and Top Stars to Appear on 'Royal Showcase,'

With George Abbott as Director and Emcee;

Bert Lahr, Joel Grey on First Show

\* ————— \*

ROYAL SHOWCASE, a new departure in comedy programming and part of the NBC comedy development plan to spotlight new talent, will be presented on the NBC television network under sponsorship of the Tire Division of the U.S. Rubber Co., Sundays at 7:00 p.m., EST, beginning Jan. 13.

George Abbott, noted Broadway producer, will be director and emcee of the half-hour comedy-variety program. Each show will headline an outstanding comedy star and a comparatively little-known comedian who will have the opportunity to display his talents to a nationwide audience. A top-name recording artist will also be featured each week.

Bert Lahr, star of the Broadway hit, "Two on the Aisle," will be the top-billed comedian on the premiere program. The "little known" comedian will be Joel Grey, who has appeared with Eddie Cantor on TV and was also featured in "About Face," the filmed musical version of "Brother Rat."

(more)

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...will be a special feature of the show, ...  
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...New York ...



'BILL STERN SHOW' ON NBC-TV TO BE  
SEEN BEFORE MAJOR SPORTS EVENTS

NBC-TV will present the BILL STERN SHOW, sponsored by the General Tire and Rubber Company, for 15 minutes preceding major sports events of 1952.

Stern's guest for the inaugural program Saturday, Jan. 12 (4:00 p.m., EST), will be Jim Thorpe, grand old man of football. The initial "Bill Stern Show" will precede NBC's coast-to-coast telecast of the Professional All-Star Football game in Los Angeles.

Stern will appear with headline sports personalities in programs before various sporting telecasts throughout the year (dates to be announced). He will give fans a preview of the upcoming event and will present the man who knows most about it.

General Tire Company sponsored a similar program last Fall on NBC-TV starring Ted Husing, preceding the network telecasts of collegiate football games each Saturday afternoon. Dizzy Dean, who was featured in the General Tire pre-game programs before the World Series in 1951, has been engaged for repeat performances in 1952.

Robert Johnson of NBC-TV's News and Special Events Department will produce and direct the program. D'Arcy Advertising Company is the agency.

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## BE PRETTY, PLEASE!

- - -

RALPH EDWARDS AND HIS SURPRISES ARE HERE

PREMIERE

It is timidly suggested that housewives in America look their best on Monday, Jan. 14, between 3:30 and 4:00 p.m., EST, because the phone may ring and on the other end Ralph Edwards -- making his NBC television debut from Hollywood -- may invite the answerer to appear on THE RALPH EDWARDS SHOW, dressed "as you are."

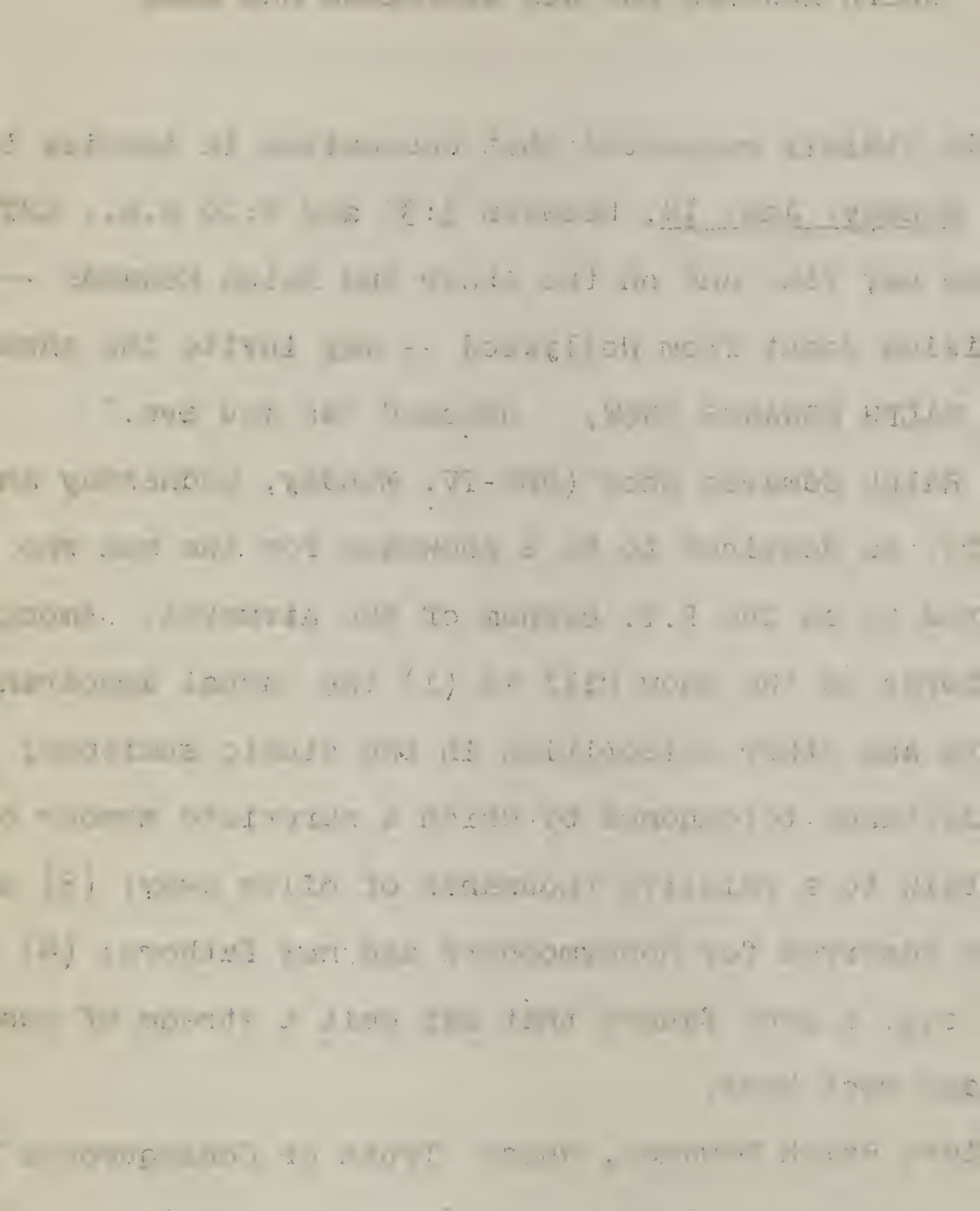
"The Ralph Edwards Show" (NBC-TV, Monday, Wednesday and Friday, 3:30 p.m., EST), is destined to be a showcase for the man who is frequently referred to as the P.T. Barnum of the airwaves. Among other "regular" features on the show will be (1) the casual appearance of Hollywood stars and other celebrities in the studio audience; (2) special long-distance telephones by which a surprised member of the audience may talk to a relative thousands of miles away; (3) a special group of seats reserved for honeymooners and new fathers; (4) scenery that works -- e.g. a prop faucet that may emit a stream of gushing water or vintage root beer.

Besides Ralph Edwards, whose "Truth or Consequences" program kept millions of Americans in a state of suspended animation for several years, the cast of "The Ralph Edwards Show" will include the beautiful vocalist Carole Richards, character actress Sara Berner (who rose to dramatic eminence as one of the two cacophonous telephone operators on the Jack Benny radio program), the Varieteers, an instrumental trio, and actor Steve Reves.

"The Ralph Edwards Show" will be produced by Edwards himself, and directed by Cal Howard. The "script" will be "written" by Paul Edwards, Tom Adair and Mort Lachman.

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NBC-New York, 1/8/52





## CROSLEY TO SPONSOR 'FATHER KNOWS BEST'

The Crosley Division of AVCO Manufacturing Company will assume sponsorship of the NBC radio FATHER KNOWS BEST, effective with the broadcast of Thursday, Jan. 10 (8:00 p.m., EST). The family comedy, which stars Robert Young, will continue with the same cast and production staff. It formerly was sponsored by General Foods Corp. for Maxwell House Coffee.

Advertising agency for Crosley is Benton & Bowles, Inc.

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DONALD CLANCY AND WILLIAM M. KELLEY APPOINTED  
TO POSTS IN NBC'S STATION RELATIONS DEPT.

The new appointments have been made in NBC's Station Relations Department, Carleton D. Smith, vice president in charge of Station Relations, announced today.

Donald Clancy, formerly associate attorney of the American Broadcasting Company, has been named supervisor of radio and television contracts. He assumed his new position on Jan. 7. Previous to his position at ABC, Clancy was in the NBC Legal Department. He is a graduate of St. John's College and Law School, Brooklyn, N.Y., is married and resides in Brooklyn.

William M. Kelley, formerly supervisor of radio and television contracts, will become radio station relations contact representative effective Jan. 16. Kelley, who has been with NBC for the past five years, was formerly associated with the General Electric Co. in Schenectady, N.Y. He is a graduate of Penn State College.

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with (1935) 1937, effective with the purchase of  
STREET, JAN. 10 (8:00 a.m., 1937). The family

and, which name Robert Young, will continue with  
a name and protection until. It formerly was  
property of General Foods Corp. for General House  
Inc.

Advertising agency for General in London &  
Gen. Inc.

BOARD CHAIRMAN AND WILLIAM M. KELLEY, APPOINTED  
TO HOLD IN THE STATION RELATIVE UNIT.

new arrangements have been made to WFO's studio  
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the station has been located on Jan. 1. (1935) 1937.

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ALL FORMS OF COMMUNICATION TO BE  
AVAILABLE TO DAVE GARROWAY,  
'COMMUNICATOR' OF 'TODAY'

\*-----\*

Dave Garroway, television's first 'communicator,' will have every available means of communication at hand as he brings to the TV viewer the daily two-hour early morning program of news and entertainment titled TODAY starting Monday, Jan. 14 (Mondays through Fridays, 7:00-9:00 a.m., EST and CST) on the NBC television network.

One hundred and ten miles of wire have been installed in the RCA Exhibition Hall in New York, from which the program will come, to help bring the news into sharp focus for the 'communicator' and his TV audience.

This news will come from all over the world by radio, telephone, Teletype, Telephoto and mobile television units to make the new program the most revolutionary and most comprehensive ever designed to keep the American public informed.

News will form the core of "Today," but the show will offer other items of a "newsy" nature as well. These will include reviews of the latest Broadway openings, capsuled reviews of the new motion pictures, book reviews, discussions of new magazine articles, record reviews and interviews with authors.

On the entertainment side "Today" will present featured players of the new films and those appearing in Broadway productions. Recording artists also will appear. All the new hit recordings will be played.

Garroway, who was acclaimed as the charmingly informal emcee on NBC-TV's Garroway at Large," will literally roam the world in his seven league "communications" boots as he guides "Today" through its two hours of information and entertainment.

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NBC-New York, 1/8/52





NBC-TV TO COVER PRO ALL-STAR GRID GAME

- - -

Bill Stern and Harry Wismer to Give Play-by-Play Report

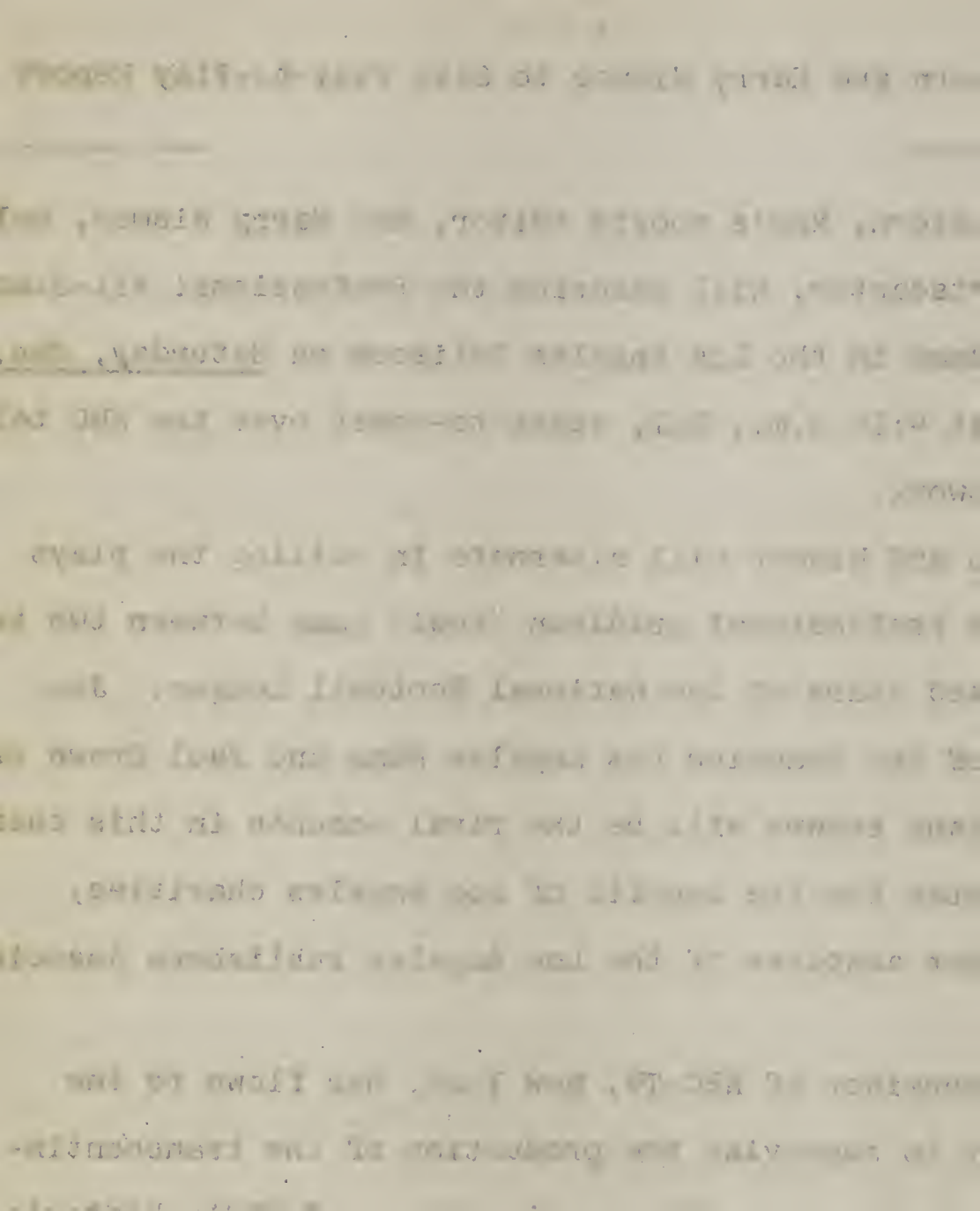
Bill Stern, NBC's sports editor, and Harry Wismer, well-known sportscaster, will describe the Professional All-Star Football Game in the Los Angeles Coliseum on Saturday, Jan. 12, starting at 4:15 p.m., EST, coast-to-coast over the NBC television network.

Stern and Wismer will alternate in calling the plays during the professional gridiron "bowl" game between two teams of top-rated stars of the National Football League. Joe Stydahar of the champion Los Angeles Rams and Paul Brown of the Cleveland Browns will be the rival coaches in this charity encounter for the benefit of Los Angeles charities, played under auspices of the Los Angeles Publishers Association.

Ad Schneider of NBC-TV, New York, has flown to the West Coast to supervise the production of the transcontinental telecast. Schneider was in charge of NBC's historic Rose Bowl telecast on New Year's Day.

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NBC-New York, 1/8/52



WASHINGTON TELEVISION EDITOR HONORS

11 NBC-TV SHOWS AND PERSONALITIES

Bernie Harrison, TV editor of the Washington (D.C.) Times-Herald, has selected 11 of NBC television programs and personalities as tops in the field for 1951. They are --

Best variety show: "Your Show of Shows," starring Sid Caesar and Imogene Coca.

Best comedian: Jimmy Durante, on "All Star Revue."

Best producer: Max Liebman, producer-director of "Your Show of Shows."

Best news panel: "Meet the Press."

Best Summer replacement program: "Heritage," a program of music and art from the National Gallery, in Washington.

Best children's show: "Kukla, Fran and Ollie."

Best news commentator: John Cameron Swayze, of "The Camel News Caravan."

Best special events (all networks): the Kefauver Committee hearings.

Best original play: "October Story," by David Swift, on "The Philco Television Playhouse," starring Julie Harris.

Harrison made special awards to the Charles Laughton Christmas readings and "Amahl and the Night Visitors," the recently produced, highly acclaimed opera by Gian-Carlo Menotti.

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NBC-New York, 1/8/52





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'MEET THE MASTERS'

- - -

World-Famed Artists to Make TV Debuts  
In New Music Recital Series on NBC  
Highlighting Dramatic Episodes

\* ————— \*

World-renowned artists including Jascha Heifetz, Artur Rubenstein, Marian Anderson and Gregor Piatigorsky will make their television debuts in a new half-hour program on NBC television to be presented on alternate Sundays under the title MEET THE MASTERS, starting Feb. 24 (NBC-TV, 5:30 to 6:00 p.m., EST).

The program will be sponsored by James Lees and Sons Company, of Bridgeport, Pa., manufacturers of carpets and rugs and hand knitting yarns.

The series was filmed for television by World Artists of which Rudolph Polk is president. This will mark the first program series of its kind in television. It will bring concerts into the homes of millions of listeners who have never attended a concert or recital in person. Listeners at home will have front-row tickets for recitals by some of the world's most distinguished instrumentalists and singers.

(more)



"Meet the Masters" will show music-making in its most human as well as its most professional aspects. Each program is built around a true-to-life episode or scene chosen to dramatize and illustrate the personality and art of the particular star.

The Spring series opens with Jascha Heifetz as the first star on Feb. 24. The second telecast, on March 9, will feature contralto Marian Anderson, and the third, on March 23, pianist Artur Rubenstein. The fourth, on April 6, will feature the instrumental trio of Jascha Heifetz, Artur Rubenstein and cellist Gregor Piatigorsky. The fifth concert, on April 20, will include the combined talents of the noted Spanish guitarist, Andres Segovia, and Metropolitan Opera singers Nadine Conner, soprano, and Jan Peerce, tenor.

The 100-year-old firm of James Lees and Sons Company -- which has never before advertised on either radio or television -- will confine its sponsorship to dignified institutional commercials. Joseph L. Eastwick, president of the company, issued the following statement in connection with this series: "We have decided to sponsor this series, 'Meet the Masters,' in the conviction that there is a great public desire for fine music. In sponsoring these programs we plan to bring great artists and the best of music into the homes of the American people. The company is proud to introduce such artists as Jascha Heifetz, Artur Rubenstein, Marian Anderson and others on television, and hopes that it will at the same time help good music to reach the eyes and ears of millions."

D'Arcy Advertising Company is agency for the sponsor.

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'TODAY' WILL SHOW AN EXHIBIT OF TOP WOMEN'S  
DESIGNERS' SPRING FASHIONS ON FIRST SHOW

Televiewers will sit in on the first public showing of Spring 1952 women's fashion designs by ten leading creators Monday, Jan. 14 on the initial telecast of NBC-TV's new early-morning program TODAY (7:00 to 9:00 a.m., EST and CST).

The exhibit, held during the New York Dress Institute Press Week show, is exclusively for radio and newspaper fashion editors, except for this single television showing to the public.

This presentation of the top fashion news of this part of the year, a sample of the coverage that "Today" and its star, Dave Garroway, plan to give to all phases of news about American and world life, will include creations of Nettie Rosenstein, Anthony Blotta, Brigance of Frank Gallant, Davidow, Adele Simpson, Ceil Chapman, Mollie Parnis, Trigere, Monte-Sano and Milmont.

Twenty-eight women, fashion and women's page editors from various parts of the country, will be seen as the audience-on-the-spot during the showing. Like many television viewers, they will be having breakfast while the dresses are being modeled for their examination. This segment of the first "Today" telecast will originate in the Hotel Pierre, New York City.

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NBC-New York, 1/9/52



CAST FOR 'THOSE ENDEARING YOUNG CHARMS'

Players in the new NBC-TV series, THOSE ENDEARING YOUNG CHARMS (alternate Sundays, 5:30 p.m., EST), are: Maurice Copeland as Ralph Charms, father of the family; Brenda Forbes as his wife, Abby; Pat Matthews as their daughter, Connie; Gerald Garvey as their son, Clem; Clarence Hartzell as Uncle Duff, and Norman Gottschalk as John, the grocery clerk.

The stories of the experiences of this family, who run a mail order business, are written by Bill Barrett and produced and directed by Ben Park (cq).

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DOUGLAS FAIRBANKS, JR., IN BRITISH SOCIAL ROSTER

Douglas Fairbanks, Jr., star of the SILENT MEN series on NBC is among the 70 Americans whose names have been included in the 1952 edition of DeBrett, British counterpart of the Social Register, all 70 recipients of honorary British knighthood. Fairbanks was knighted in 1949 for his diplomatic and humanitarian work.

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NBC-New York, 1/9/52





# trade news



RCA BUILDING · RADIO CITY · NEW YORK

January 10, 1952

PR-17A-9-45

\* ————— \*

First Two Sponsors  
Signed for 'Today'

\* ————— \*

The Kiplinger Washington Agency, Inc., has been signed as the first participating sponsor of NBC television's new morning program, TODAY, starting Monday, Jan. 14 (7:00-9:00 a.m., EST and CST).

The second sponsor to be signed for the program is the Kenwill Corp. of Cleveland, O., makers of "Magikoter Paintroller."

The Kiplinger Agency will begin its sponsorship on "Today" Monday, Jan. 14, and Kenwill will start the week of Feb. 18.

"Changing Times," the Kiplinger magazine, will be advertised by the Kiplinger Washington Agency, Inc., in its first major venture into network television. The firm will support its television advertising with a large-scale advertising and promotion campaign, spearheaded by the use of "Today." The agency for Kiplinger is Albert Frank Guenther Law, Inc.

The "Magikoter Paintroller" is a new device for spreading paint on surfaces with the use of a roller. The agency for the Kenwill Corp. is W. Earl Bothwell. This purchase marks the entrance of Kenwill Corp. into network TV.

"Today," NBC's new two-hour TV daily program, will star Dave Garroway as "communicator." The program will originate in the RCA Exhibition Hall, New York, which has been completely revamped for this purpose. All the latest means of communication will be employed to bring viewers up-to-the-minute news of the world.

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AMERICA'S NO. 1 NETWORK · THE NATIONAL BROADCASTING COMPANY





January 10, 1952

TOM S. GALLERY, PROMINENT IN ALL PHASES OF SPORTS BUSINESS,  
JOINS NBC AS SPORTS DIRECTOR FOR RADIO AND TV

Tom S. Gallery, former director of sports, news and special events for the DuMont television network, has joined the National Broadcasting Company as director of sports for radio and television, Joseph H. McConnell, President of NBC, announced today. In his new capacity, Gallery will report to Davidson Taylor, general production executive of the NBC television network.

Associated with all phases of the sports industry for the past 30 years, Gallery served as business manager for the New York Yankees baseball team from 1945 to 1948, before joining DuMont. He represented the Yankees in NBC experimental telecasts of big league baseball in 1946.

Gallery began his sports business career in Hollywood, Calif., following service with the U.S. Tank Corps in France in World War I. He helped organize the Hollywood Legion Stadium and became general manager and matchmaker. Gallery pioneered in the advance season sale of seats, with the result that the club was quickly sold out for an entire year. Twenty-three years later he used this same technique at Yankee Stadium to organize what is now known as the Stadium Club.

(more)

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In his years as a matchmaker and fight promoter, Gallery developed such champions as Fidel LaBarbara, Jimmy McLarnin, Ceferino Garcia and Henry Armstrong. He also introduced professional hockey, football, six-day bicycle races and the Roller Derby to West Coast sports fans. In 1938, Gallery was one of the organizers of the Pro-Bowl football game, a successful venture that was interrupted by World War II. He served as vice president and general manager of the Brooklyn Dodgers football team which eventually became the Yankees. More recently he has participated in television negotiations concerning Notre Dame football games, the All-Star football game, the World's Championship football games, the baseball World Series, the All-Star baseball game, the Charles-Wolcott heavyweight championship bout, professional football telecasts and the Shrine East-West Charity football contest.

A native of Chicago, Gallery resides in Scarsdale, N.Y., with his wife and two daughters.

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NBC-New York, 1/10/52



January 10, 1952

ELMO ROPER, NOTED PUBLIC OPINION ANALYST, JOINS NBC  
FOR RADIO AND TV PROGRAMS DURING  
1952 ELECTION CAMPAIGN

Elmo Roper, distinguished public opinion analyst, has joined the National Broadcasting Company to present a series of telecasts and radio broadcasts during the 1952 election campaign. The announcement was made by Joseph H. McConnell, President of NBC.

McConnell said NBC has obtained exclusive rights to the services of Roper's coast-to-coast public opinion research organization for 1952.

Week by week over NBC's radio and TV networks, Roper will keep the public informed on what their fellow Americans think about international relations, domestic policies and the candidates. Roper's radio and television reports will be based on the grassroots sampling technique he developed for his coast-to-coast staff of 300 trained researchers.

"We'll find out what is important to people in different parts of the country and why," Roper explained. "We will dig out what Americans think the major issues of the 1952 campaign are, and which candidate's approach to each of these issues the majority approves."

(more)





Early in March, Roper will begin a 52-week series of 15-minute radio broadcasts Sundays at 3:30 p.m. (EST), analyzing what is important to voters this Presidential election year. In addition, he will star in 13 telecasts between March and the national elections in November at times to be announced.

The public opinion analyst will be part of NBC's news staff covering the two political conventions in Chicago in July. In November, Roper will stand by to analyze the latest returns on election night. Edward Stanley, manager of NBC radio's Public Affairs Department, and William McAndrew, who directs NBC-TV Public Affairs, will assist Roper in the preparation of his broadcasts.

Roper is not a newcomer to radio and television. He appeared on radio for four years over another network and did a series of 13 telecasts during the 1948 Presidential election. One of the nation's leading market research experts, Roper came into prominence in 1936 when his prediction of Franklin Roosevelt's reelection majority was accurate to half of one per cent. He directed the Fortune Magazine Survey of Public Opinion for several years, and from time to time has contributed a weekly column, "What the People Are Thinking," to the New York Herald-Tribune. During the war years Roper served as a dollar-a-year Deputy director of the Office of Strategic Services and acted as consultant to the Navy and Air Force. He is a member of many social science and statistical societies.

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NBC-New York, 1/10/52



January 10, 1952

NBC-TV'S POPULAR 'TELEVISION RECITAL HALL'  
WILL RETURN; ANDRES SEGOVIA FIRST GUEST

NBC's highly successful program of the past Summer, TELEVISION RECITAL HALL, again will be presented on Wednesday evenings starting Jan. 16 (NBC-TV, 10:30 p.m., EST). The first guest on the revived series will be the world-renowned guitarist, Andres Segovia.

The overwhelming success of the program during its 11-week run on the network this Summer has resulted in its being re-scheduled.

"Recital Hall," which was scheduled by NBC-TV executives despite advices that programming music without large-scale production would fail, represented an entirely new concept in the presentation of good music on television. Discarding any effort to dramatize the music, the program was patterned in a typical recital hall atmosphere. Artists were presented on the television show just as they would be seen and heard in the recital hall itself.

"The tremendous public and critical acclaim given 'Recital Hall' this Summer is proof that the audience accepted NBC's idea of doing away with excess production in the presentation of fine music in television," Samuel Chotzinoff, NBC music director, said. "The music's the thing. Just as thousands of persons attend concerts in

(more)





recital halls throughout the country, so millions watched our recitals at home by television this Summer. We are extremely gratified by the results."

Chotzinoff said "Recital Hall" drew viewing response from 24 states throughout the country and Canada. Viewers as far West as California and Texas, as far South as Florida and as far North as New Hampshire were heard from, commenting favorably on the Summer series.

During the series such artists appeared as pianists Gyorgy Sandor, Sigi Weissenberg, Ania Dorfman, Whittemore and Lowe; baritone William Warfield; cellist Leonard Rose; violinists Ruggiero Ricci, Arnold Eidus; the New Music String Quartet and harpsichordist Sylvia Marlowe.

Of the program series, the Christian Science Monitor said:

"Recital Hall deserves unqualified praise. It represents a highly successful experiment in TV technique which can leave a constructive mark."

"The first regular TV program I have seen that approaches an authentic art form," said that Saturday Review of Literature.

"There are signs of better things to come," said the New York World-Telegram. "First and best is a new program, Recital Hall. It's a program so simple that it has a kind of wonderful purity about it. All in all, Recital Hall is a program worthy of your attention. To NBC, a low bow."

Equally warm letters of praise were received from the public, proving, according to Chotzinoff, that despite early objections raised before the program went on the air, the public wants its concerts as it sees them in a recital hall.

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NBC-New York, 1/10/52



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MARGARET TRUMAN HELPS SCRIPT GIRL  
WIN ROLE ON 'RCA VICTOR SHOW'

\* ————— \*

There's one very happy script girl at NBC today, and President Truman's daughter Margaret denies having anything to do with it.

Here's the 1952 Cinderella story, more or less from the beginning:

Margaret Halbert, script girl on the "RCA Victor Show" starring Ezio Pinza over NBC television (Friday, Jan. 11, 8:00 p.m., EST), was standing in during rehearsal last night for the part of the secretary of Margaret Truman, who will guest-star on the program.

"You did those lines wonderfully," Miss Truman exclaimed to Miss Halbert. "Why couldn't you be on the show?"

"Well, ah..."

"I'll talk to Mr. Pinza about it," said Miss Truman. Pinza was delighted, but said that his authority wasn't sufficient. Pete Barnum, NBC production supervisor for the show, would have to make the decision. Miss Truman spoke to Barnum. The girl got the part.

"I'm so excited, I don't know what to do," said Miss Halbert. "I owe it all to Miss Truman."

"No, she doesn't," Miss Truman said fervently. "She's good!"

The happy Miss Halbert was born 25 years ago in Davenport, Iowa, attended Northwestern University, was graduated from Mary Crest College, in Davenport, and a few years ago came to New York City and the American Academy of Dramatic Arts. A year there was followed by almost a year as an actress at WRGB-TV, NBC's Schenectady, N.Y., affiliate. In the Fall of 1950 she came to New York as script girl on NBC-TV's "Four Star Revue" (now "All Star Revue").

On several occasions when Miss Halbert, a petite and pretty brunette, was standing in for actresses, she was urged by such stars as Danny Thomas and Jimmy Durante to try for the part. Now she has a role -- thanks to her own ability and Miss Truman's encouragement.

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NBC-New York, 1/10/52







NBC MEN TO EXPLAIN CONVENTION

· COVERAGE TO GOP COMMITTEE

William McAndrew, NBC-TV director of Public Affairs, and George McElrath, director of NBC radio network technical operations, will fly to San Francisco this weekend to present the radio pool plans for political convention coverage at a meeting of the Republicans National Committee there on Thursday and Friday, Jan. 17-18.

McAndrew will explain the plans of the combined radio networks for news coverage of the convention. McElrath will present the technical plans of the combined radio networks to the Republican committeemen.

Sig Mickelson, head of CBS-TV public affairs, will present the July convention plans of the combined television networks at the same meeting in San Francisco.

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NEARLY 16 MILLION TV SETS IN THE U.S.,

NBC'S HUGH BEVILLE ESTIMATES

Television sets in use in the United States totaled 15,700,000 as of January 1, 1952, according to a preliminary estimate released today by Hugh M. Beville, Jr., director of Plans and Research for the National Broadcasting Company.

Beville reported that an estimated 5,200,000 sets -- or one-third of the total -- were installed during 1951.

He said sets are now in operation in 35% of all U.S. homes. A year ago, with a total of 10,549,500 sets, 24% of the nation's homes had TV receivers.

As of December 1, 1951, television installations totaled 15,176,200, compared with 14,555,800 on November 1.

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'TODAY'S' FACILITIES WILL BRING THE VIEWER  
THE LATEST NEWS IN QUICKEST TIME

Half of the RCA Exhibition Hall in New York has been especially equipped with the latest electronic communications devices for the revolutionary two-hour morning television program of news and entertainment, TODAY, on the NBC network Mondays through Fridays, 7:00-9:00 a.m., EST and CST, starting Jan. 14.

Television viewers will see Dave Garroway, "Communicator" on the program as he roams the 22 by 60 foot area, compiling from the communications equipment items and pictures from all over the world that makes the day's news.

Three Teletype machines providing a continual flow of news from the major wire services are at one end of the room. In close proximity, a Telephoto machine brings the pictures which at the moment are in the news. The photo machine takes eight to 10 minutes to receive a picture. An additional five minutes are required for developing and printing. Less than 15 minutes pass between transmission of the picture at its point of origin and its display to the television audience.

On a line with these communications instruments is "Communicator" Garroway's desk. On one of four phones he can talk with world centers overseas. Facilities are installed for talking by shortwave radio to eight different points in the world, individually or simultaneously.

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To the right of Garroway's desk and a part of it are two TV monitors on the screens of which mobile TV units will project events as they happen in the field. Eight clocks are part of this panel. They show Eastern and Central Standard times and six other times around the world.

A large map of the world occupies a prominent portion of the wall behind Garroway. Another permanent wall display nearby is a magnetic weather map to which various weather symbols will adhere. Two turntables are at Garroway's left. They will be used to play the latest record releases. On a view-graphic -- a screen on which a picture, magazine cover or a newspaper headline can be instantly projected -- animated pictures built around the subject of the record and descriptive of it will be shown.

At either end of the "Today" area are especially designed magazine and newspaper racks. They display copies of leading daily papers from different sections of the country and copies of current magazines. Garroway will comment on editorials and stories appearing in these publications as "Today" runs its two-hour course.

The racks also display the books, sheet music and records that are making news.

A large map projection of the world dominates most of the back wall of the entire area. Against this map are four clocks showing Greenwich Mean Time, Eastern Standard Time and the times, with an indication of the day of the week, on either side of the International Date Line.

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A working news desk is at the left end of the area from which "Today" is televised. James Fleming, veteran NBC newscaster, who is news editor of "Communicator" Garroway's staff, broadcasts from this desk and monitors a TV set and a Teletype machine. Near Fleming's desk is a contact panel from which he can talk with NBC correspondents all over the world by shortwave radio before they go on the air.

In the center of the area is an oversized modern desk for the program's working writers.

Three television cameras record the activity, two are roving cameras, one is stationary and mounted atop a hydro-lift that can be raised 17 feet into the air and thus follow the overall operation of Garroway and his staff on "Today."

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NBC-New York, 1/10/52





# *trade* *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

January 11, 1952

NBC SCORES BEAT AS LISTENERS HEAR  
CAPT. CARLSEN OF SUNKEN FREIGHTER

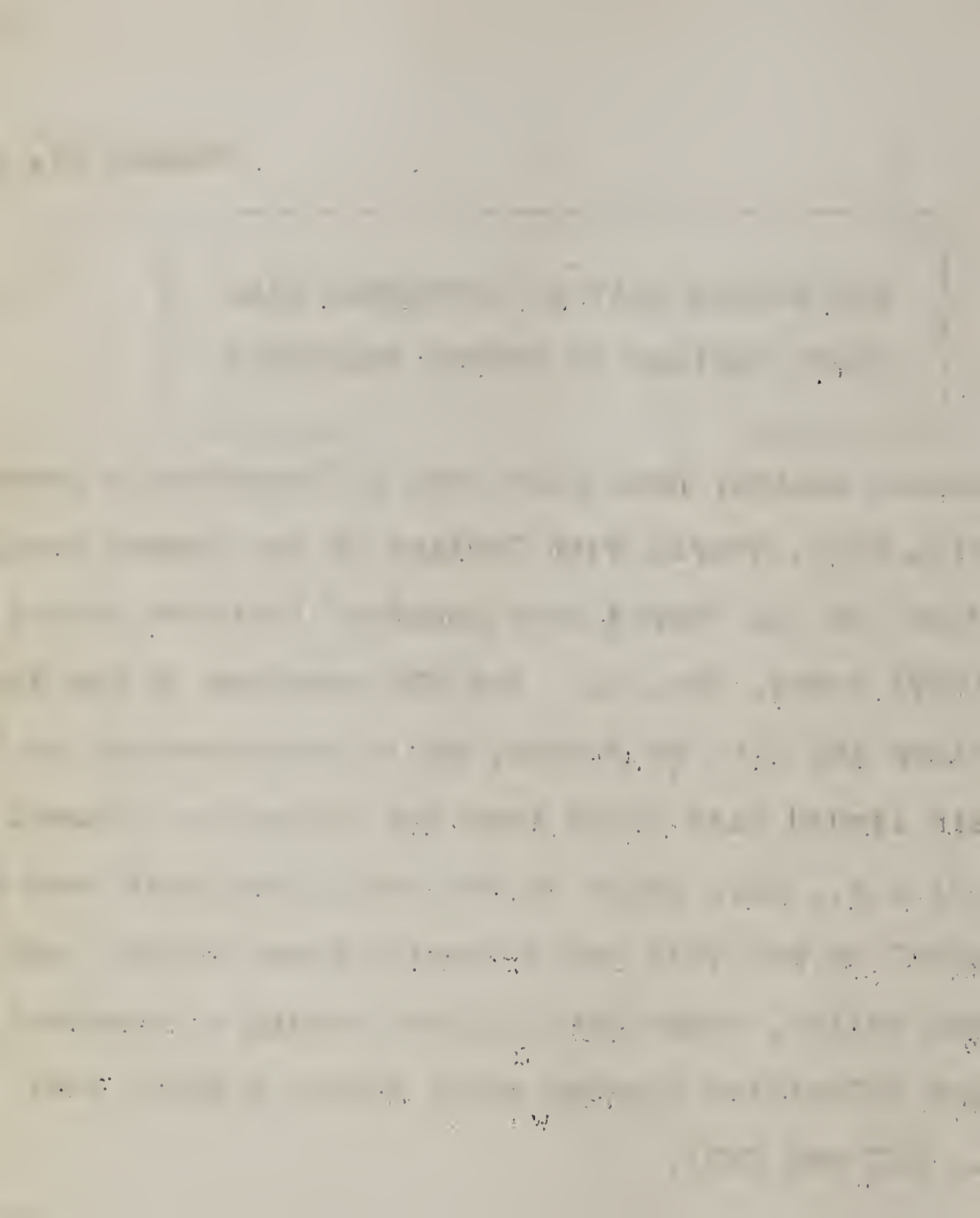
NBC scored another news beat when it broadcast a transatlantic interview with Capt. Henrik Kurt Carlsen of the sunken freighter "Flying Enterprise" on the "World News Roundup" (network except WNBC) at 8:00 a.m. (EST) today, Jan. 11. The NBC newsroom in New York talked with Carlsen and with Ed Newman, NBC's correspondent at Falmouth, where the captain landed last night from the rescue tug "Turmoil."

At 7:31 a.m., EST, prior to the radio broadcast Dave Garro-way, "Communicator" on NBC-TV's early morning show "Today," and Jim Fleming, his news editor, spoke with Carlsen during a rehearsal of the new early-morning television program which starts Monday, Jan. 14 (7:00-9:00 a.m., EST and CST).

Carlsen's statement plus a message to his wife and children were heard in New York at 9:00 a.m (EST) during the "Tex and Jinx" show.

The message to Mrs. Carlsen and the children read: "Dear Agnes, I am very happy to have received your message this morning and

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2 - Capt. Carlsen

I am going to see both you and our children and I am very happy to know you took it the way you did. I know you did not let me down. Thank you, Agnes."

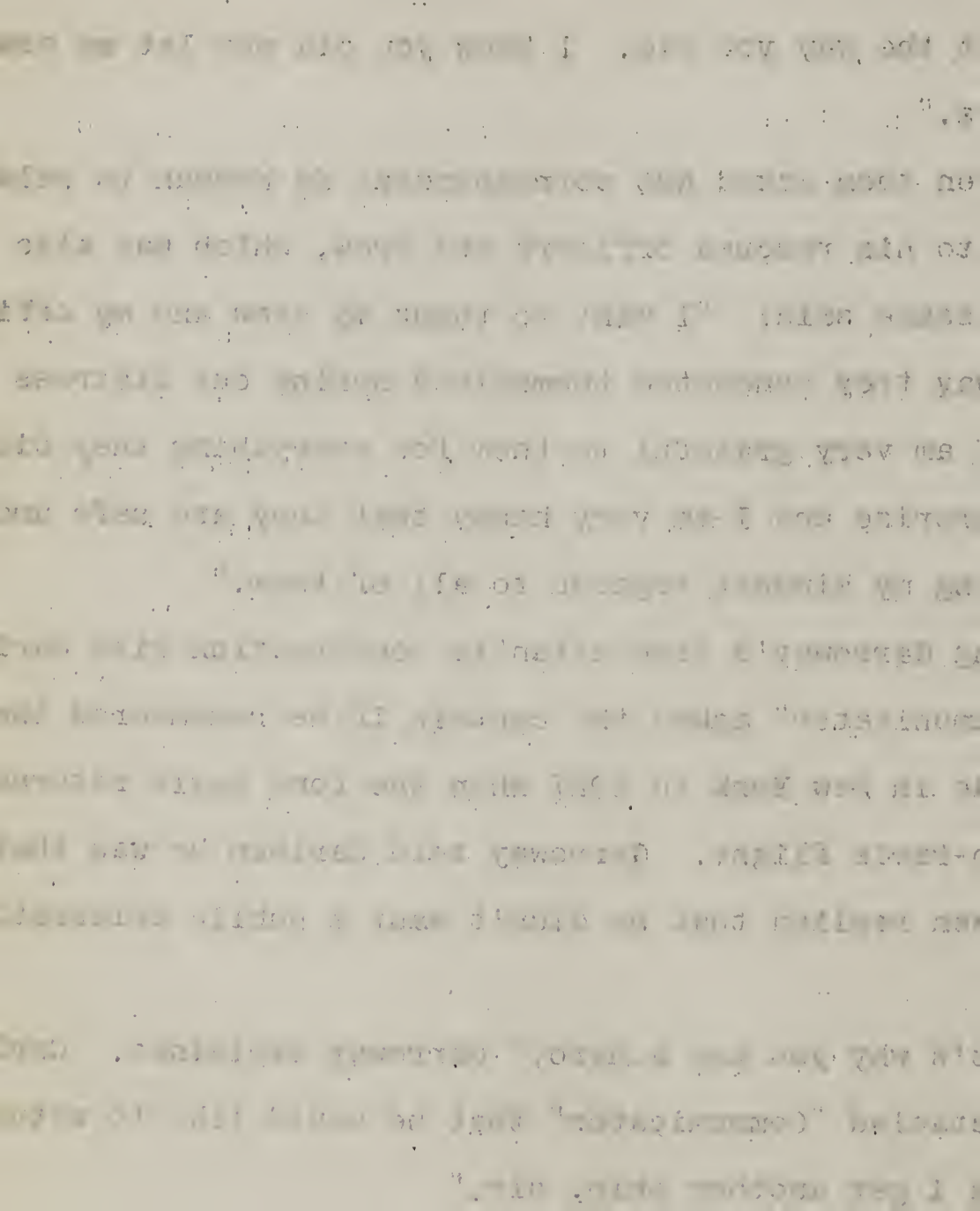
Carlsen then asked NBC correspondent Ed Newman to relay a second message to his rescued officers and crew, which was also heard on NBC. The message said: "I want to thank my crew and my officer staff for the way they conducted themselves during our distress and I must say that I am very grateful to them for everything they did for me and the Enterprise and I am very happy that they are safe and I want you to bring my kindest regards to all of them."

During Garroway's transatlantic conversation with Carlsen, the "Today" "Communicator" asked the captain if he remembered the Lindbergh parade in New York in 1927 when the Lone Eagle returned from his New York-to-Paris flight. Garroway told Carlsen he was that kind of hero. Carlsen replied that he didn't want a public celebration on his return.

"That's why you are a hero," Garroway explained. Carlsen told the bespectacled "Communicator" that he would like to return to sea "as soon as I get another ship, sir."

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NBC-New York, 1/11/52





ED WYNN RECEIVES DISTINGUISHED ACHIEVEMENT AWARD

Ed Wynn, hailed as dean of the comics, was honored with the distinguished achievement award for the radio-television industry in Southern California at a banquet (Jan. 10) in the Ambassador Hotel in Los Angeles.

The award was presented by the California Fashion Creators at the climax of their annual Spring market week in Los Angeles. Wynn, one of the stars of NBC-TV's "All Star Revue," is among outstanding Californians in five leading industries in that state who have attained national eminence in their fields, the citation stated.

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AND THAT'S NO GAG!

Dean Martin and Jerry Lewis, stars of the "Martin and Lewis Show" on NBC radio and of "The Colgate Comedy Hour" on NBC television, used to write their own comedy material. Because of increasingly heavy radio and TV commitments, however, they delegated the sketch-writing to a pair of distinguished writers -- Ed Simmons and Norman Lear -- who receive full credit for their work.

And that's not all. Simmons and Lear were just named Gag-writers of the Year (1951) by the National Association of Gagwriters, in recognition of the special talents of the writing team.

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# *trade* *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

January 14, 1952

\* ————— \*

## 'TODAY' BEGINS!

- - -

Precedent-Making New News and Entertainment  
Television Show With Dave Garroway as the  
'Communicator' is Launched Successfully

\* ————— \*

A new era dawned in television today.

With a staff of more than 200 persons around the world "cued in," NBC television today inaugurated a new communications service -- the two-hour early-morning program, TODAY, which started at 7:00 a.m., (EST) and did not end until three hours later (9:00 a.m., CST) with Dave Garroway as "Communicator."

A reporter in London cued in a recording in New York;

Battle-weary GIs in Korea spoke to their families;

The Chief of Naval Operations was seen as he entered the Pentagon on his way to work;

Thousands were caught by the camera's eye as they emerged from Chicago's subway system;

Suburbanites were seen at Grand Central station;

Reports were heard from overseas;

And mobile TV units picked up early morning scenes.

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# 1811-1812

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The program, unprecedented in television history, made a spectacular debut this morning as it came from the specially equipped NBC Communications Center in the RCA Exhibition Hall on 49th Street in New York. With every known electronic device of communications utilized, the day's news, with its entertainment features and special events highlighted, was gathered for the information and entertainment of the early morning TV audience.

During the course of the program reports were heard from Paris, Frankfurt and London. Mobile TV units in Chicago, Washington and New York picked up the early morning scenes in these centers as America went to work. From these areas came reports of outstanding news events and the weather.

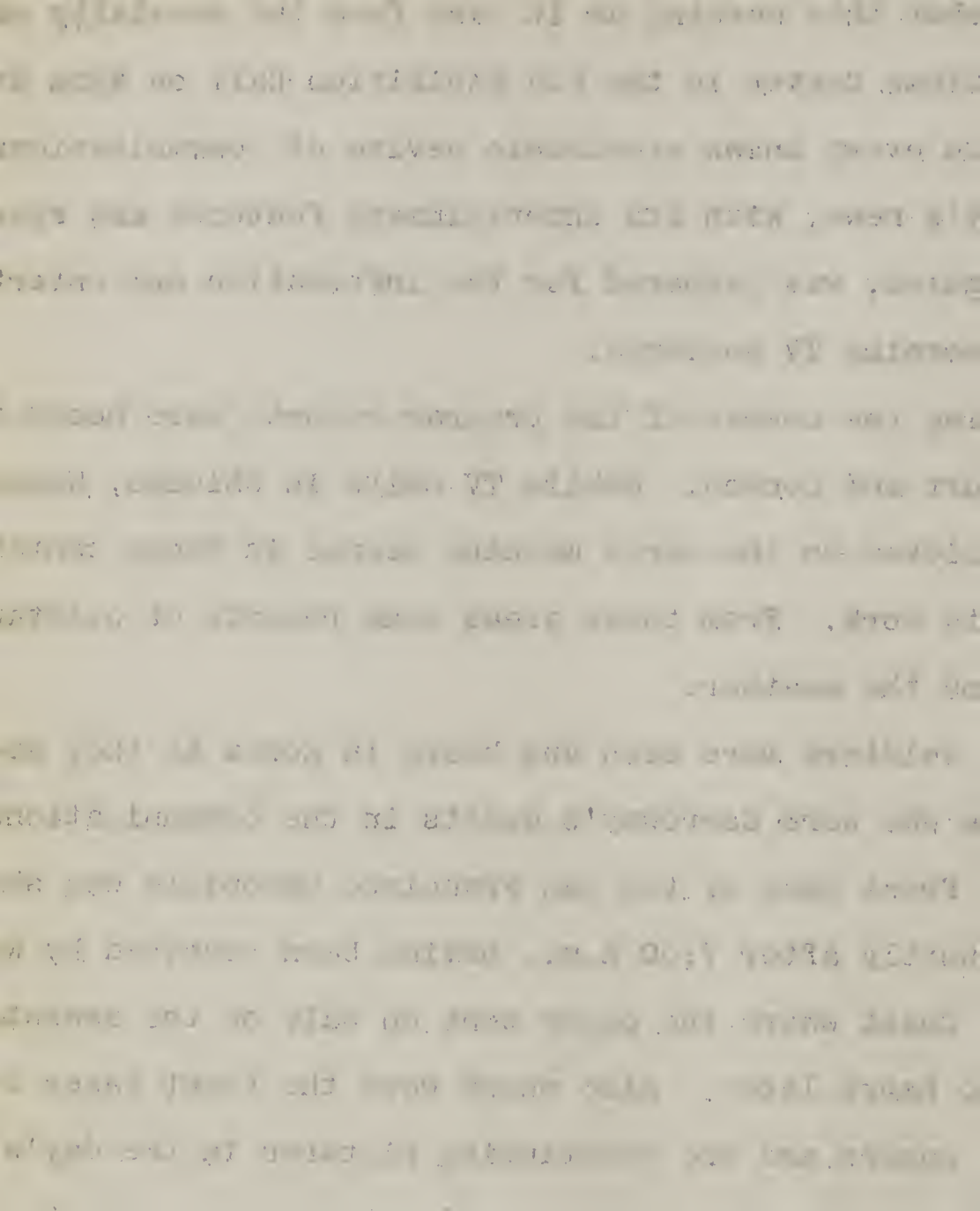
Two soldiers were seen and heard in Korea as they spoke with their families who were Garroway's guests in the Communications Center.

The front page of the San Francisco Chronicle was shown on the program shortly after 7:00 a.m., having been received by wirephoto from the West Coast where the paper went on sale on the newsstands at 6:00 a.m., two hours later. Also shown were the front pages of other leading daily papers and the outstanding pictures in the day's news.

Fleur Cowles, noted editor and author, gave variety to the program when she was interviewed by Garroway and spoke about her book, "The Bloody Precedent," published this morning.

"Today" was not all news and interviews. The ten latest song records were played during the two-hour period giving it pace and variety. One number, "Domino," was cued in from London.

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The weather throughout the nation at the moment the program was being telecast was obtained by Garroway in a phone conversation with Jim Fiddler of the U.S. Weather Bureau in Washington, D.C. This information was immediately drawn by Garroway on a weather map, part of the extensive equipment of the Communications Center. This was in addition to the weather reports appearing at frequent intervals at the bottom of the TV screen.

Before "Today" made its debut, no pattern existed for this unique type show, but in design and execution it set the pattern for TV news and entertainment programs of tomorrow.

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NBC-New York, 1/14/52





GARROWAY EARNS PLAUDITS FROM CREW AS

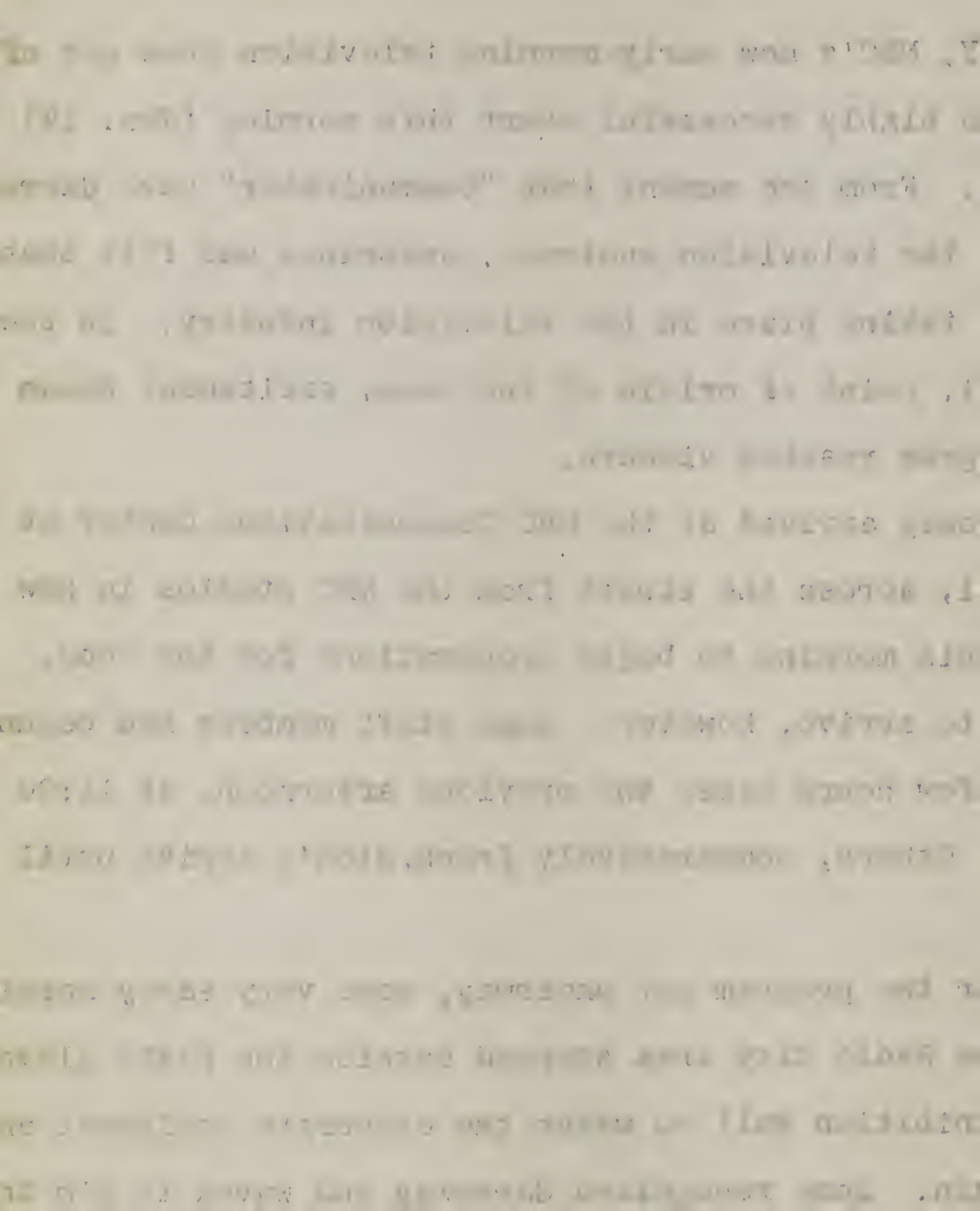
'TODAY' STARTS; A PIGEON WATCHES

TODAY, NBC's new early-morning television show got off to an eventful and highly successful start this morning (Jan. 14) at 7:00 a.m., EST. From the moment that "Communicator" Dave Garroway first spoke to the television audience, assurance was felt that a revolution was taking place in the television industry. In the RCA Exhibition Hall, point of origin of the show, excitement began long before the program reached viewers.

Garroway arrived at the NBC Communications Center at the RCA Exhibition Hall, across the street from the NBC studios in New York, at 2:00 a.m. this morning to begin preparations for the show. He was not the first to arrive, however. Some staff members had begun their work, after a few hours sleep the previous afternoon, at 11:00 p.m. Sunday night. Others, comparatively fresh, didn't arrive until 5:00 a.m.

After the program got underway, some very early morning arrivals in the Radio City area stopped outside the plate glass windows of the Exhibition Hall to watch the elaborate equipment and goings on within. Some recognized Garroway and waved to him and got a wave back. Not so fortunate was a pigeon, which failed to attract the star's attention even though he very inquisitively paraded past the window staring in, oblivious of the people on the sidewalk behind him. Time came for the first record of the second hour, shortly after eight o'clock, but before he could introduce it, Garroway was called

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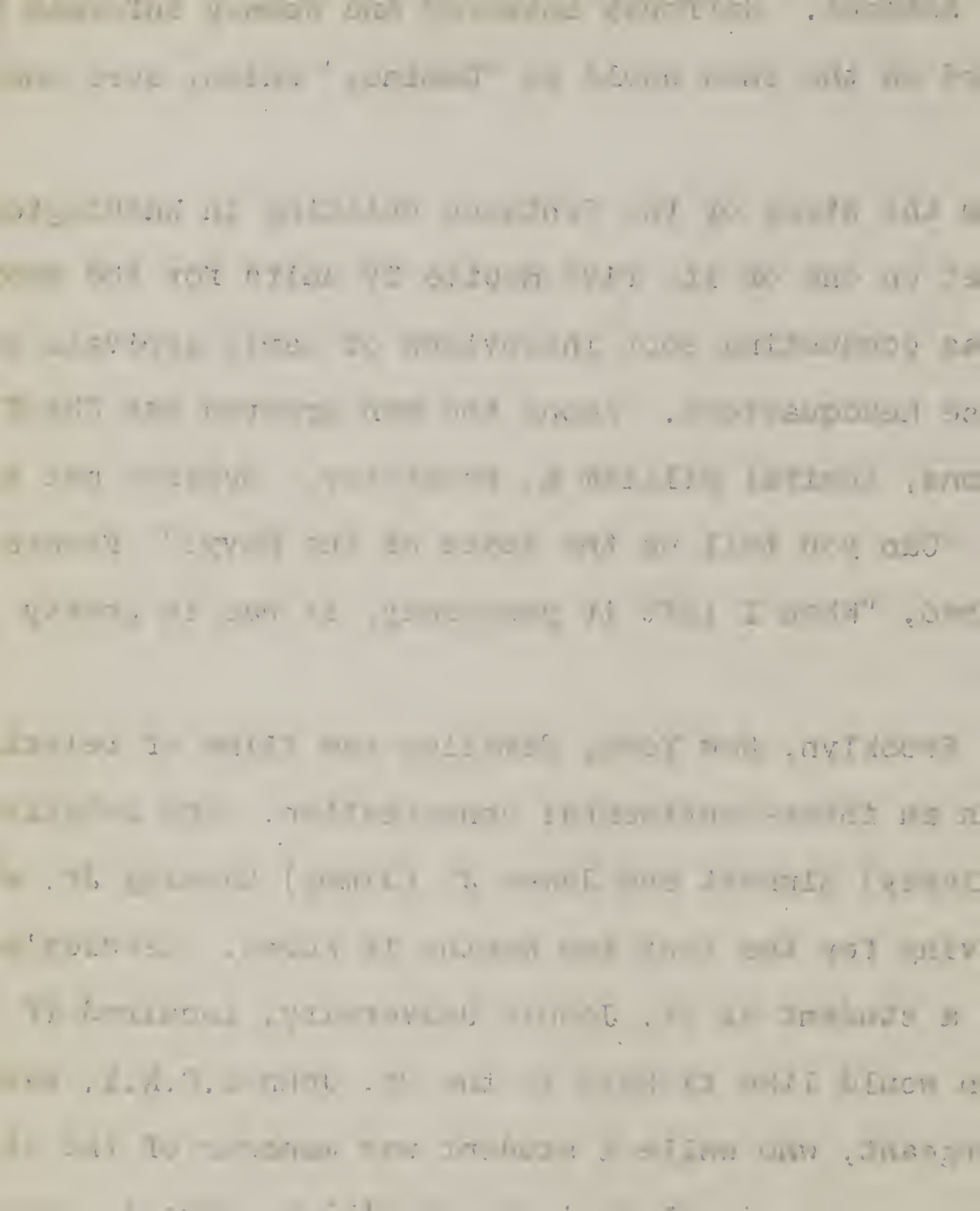
to the overseas telephone where Romney Wheeler in London was insisting on talking to someone. Garroway answered and Romney informed him that the next record on the show would be "Domino," which, sure enough, was true.

From the steps of the Pentagon building in Washington where "Today" had set up one of its five mobile TV units for the show, Ray Scherer was conducting spot interviews of early arrivals at Department of Defense headquarters. Among the men greeted was Chief of Naval Operations, Admiral William M. Fechteler. Scherer met him with the question, "Can you tell us the state of the Navy?" Fechteler quickly answered, "When I left it yesterday, it was in pretty good shape."

Two Brooklyn, New York, families saw films of relatives taking part in an inter-continental conversation. The relatives were Sgts. D.M. (Mickey) Sinnott and James J. (Jimmy) Cassidy Jr. who each have been serving for the last ten months in Korea. Cassidy's young brother John, a student at St. John's University, inquired if the Korean veteran would like tickets to the St. John-C.C.N.Y. basketball game. The sergeant, who while a student was manager of the St. John basketball team, answered, "I don't think I'll be home in time. The game's next week, isn't it?" John admitted that it was.

When the second hands of the many clocks on the "Today" set approached 10:00, the time when the last hour, heard only in the Central Time Zone, of the show was ending, the camera lights went out and the end of the show was signalled. Garroway released a long-pent-up sigh of relief, threw his arms back and relaxed utterly. At the

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same moment, performers, technicians and everyone else at that time in the Center broke into spontaneous applause for Garroway, a tribute to his remarkable and inspiring performance during the three hours. The applause was also a statement of thanks for having made the opening show a great success.

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NBC-New York, 1/14/52

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NBC-TV'S 'TODAY' BEATS ALL NETWORKS  
IN REPORTING N.Y. PLANE CRASH

TODAY, the new NBC-TV early morning program of news, entertainment and music, scooped all networks and stations in broadcasting the first report of the Northeast airliner crash into New York's East River this morning.

James Fleming, NBC-TV news and special events reporter on "Today," informed televiewers of the accident at 9:23 a.m., EST a minute after the first report was received over the Associated Press Teletype machine.

In less than five minutes, Fleming broadcast further details of the incident, illustrating his report with a "Viewgraphic" map of the area where the accident took place and an arrow which pointed to the exact spot, the juncture of the three boroughs.

Throughout the remainder of the program, Fleming continued to give viewers further details as they were received.

"Today" is seen Monday through Friday 7:00 to 9:00 a.m., EST and CST.

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January 14, 1952

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RAYMOND MASSEY TO BE NARRATOR FOR 'THE ENDLESS FRONTIER,'  
NEW RADIO SERIES DRAMATIZING FIGHT AGAINST DISEASE  
IN U.S. AND AT BATTLEFRONT IN KOREA

\* ————— \*

A series of five radio documentaries dramatizing major achievements in the fight against disease today will be broadcast by NBC in weekly installments starting Saturday, Jan. 26 (7:30-8:00 p.m., EST). Title: THE ENDLESS FRONTIER.

Film and stage star Raymond Massey will be narrator for the series, which will be produced jointly by NBC and the Health Information Foundation. Wade Arnold will be the producer, and Fred Weihe the director. Leading radio writers, including Lou Hazam, Howard Rodman and Arnold, will prepare the scripts.

In its coverage of the outposts on the frontier of medical research, the program will range from laboratories in the U.S. to the Korean battlefront. NBC's radio documentary unit, headed by Arnold, has tape-recorded dramatic stories in laboratories in New York, Boston, Los Angeles, Madison, Wis.; Bethesda, Md.; Rahway, N.J., and Cleveland. The U.S. Surgeon General's Office has cooperated with the network in getting from the Korean battlefront an on-the-spot account of new ways of saving lives and rehabilitating the injured.

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IN ORDER TO BE ELIGIBLE FOR THE AWARD, THE  
APPLICANT MUST BE A U.S. CITIZEN OR  
A U.S. RESIDENT AT THE TIME OF THE AWARD.

THE AWARD WILL BE GIVEN TO THE  
PERSON WHO SUBMITS THE MOST ORIGINAL  
AND INTERESTING ENTRY.

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PERSON WHO SUBMITS THE MOST ORIGINAL  
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THE AWARD WILL BE GIVEN TO THE  
PERSON WHO SUBMITS THE MOST ORIGINAL  
AND INTERESTING ENTRY.

## 2 - 'The Endless Frontier'

The first broadcast (Jan. 26) will be "Our Daily Bread," an entertaining presentation of the story of nutrition, with script by Wade Arnold.

Among the scientists to be heard on the initial program are Dr. William Murphy of Boston, who shared the Nobel Prize in 1934; Dr. William B. Castle, director of the Thorndike Laboratory at Boston City Hospital; Dr. Robert Harris, professor of biochemistry and nutrition at Massachusetts Institute of Technology; Dr. Frederick J. Stare, head of the department of nutrition at Harvard University, and Dr. R.S. Goodhart of the Nutrition Clinic of New York City's Department of Health.

Programs for subsequent weeks will be "The Search" (Feb. 2), the story of the fight against cancer, with script by Lou Hazam; "The Trouble Shooters" (Feb. 9), the story of the birth and development of cortisone, with script by Howard Rodman; "Only One to a Customer" (Feb. 16), the story of the fight against heart disease; and "Pfc Bill Smith -- Man Alive" (Feb. 23), the story of life-saving on the Korean battlefield.

The Health Information Foundation, co-producers of the series, is a non-profit organization established by leaders in the drug, pharmaceutical and allied industries. It gathers and distributes basic information about health to stimulate Americans to improve their own health standards.

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MURRAY HEILWEIL JOINS NBC MERCHANDISING DEPT.

Appointment of Murray Heilweil as an assistant manager of the Merchandising Department of the National Broadcasting Company was announced today by Fred N. Dodge, director of Merchandising for the network.

Together with Marshall Keeling, also assistant manager, Heilweil will supervise all merchandising activities including the work of the department's district supervisors.

For the past six years Heilweil was in the Trade Extension Division of the American Weekly as assistant to the merchandising director, working with the country's leading advertisers in all fields in the merchandising of their advertising programs on a national basis. He served with the U.S. Air Force for four years, and before that had experience in executive and sales capacities in the food, automotive, resort and paper products fields.

A native of New York City, Heilweil resides in Manhattan with his wife and three children. He has been admitted as a member of the New York State Bar.

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RICHARD HANSER JOINS 'VICTORY AT SEA,'

NBC's NAVY DOCUMENTARY

Richard F. Hanser, author, editor and film script writer, has joined NBC-TV's VICTORY AT SEA project, producer Henry Salomon Jr. announced today. Hanser will assist C.S. Forester in the preparation of the 26-installment script which will tell the story of the U.S. Navy in World War II.

Previously Hanser was with RKO Pathe, where he wrote the scripts for "Border without Bayonets," "Berlin Powderkeg," "Kilroy's Return" and "Germany Today." He also has written a series of documentary films describing the activities of the New York City Police Department and a feature-length color report on Africa entitled "Savage Splendor."

He is a former editor of Fawcett Publications and a frequent contributor to Life, Reader's Digest, This Week, True and United Nations World. In between he has found the time to translate two of Hans Habe's books from German. Hanser's linguistic abilities won him a commendation during the war when he played the role of "Corporal Tom Jones" in front-line psychological warfare broadcasts to German soldiers.

Regarding his appointment to the "Victory at Sea" staff, Hanser said he was "extremely happy to work in the combined mediums of the documentary film and television which capture history in the making and keep it forever available."

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Hanser was born in Buffalo, N.Y., on Dec. 15, 1909. Like his father, grandfather and great-grandfather, all ministers, he studied for the Lutheran ministry. After six years of religious training he switched to journalism. He wrote for the Buffalo Times and the Cleveland Press before joining the newspaper PM in New York as city editor.

"Victory at Sea" will be a weekly series of half-hour picture reports on the work of the Navy during World War II. Robert Montgomery will be the narrator. C.S. Forester heads the script staff, and Richard Rodgers will compose original music for the program series.

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NBC-New York, 1/14/52



January 15, 1952

REP. PRIEST OF TENN. PREDICTS PRESIDENTIAL  
CANDIDATES WILL BE SEN. KEFAUVER AND  
EISENHOWER; SPEAKS ON 'TODAY'

Rep. J. Percy Priest (D.-Tenn.) predicted this morning that the candidates for President of the United States this Fall would be Sen. Estes Kefauver (D.-Tenn.) and General of the Army Dwight D. Eisenhower.

Priest made the prediction during an exclusive breakfast interview with NBC Washington Correspondent Bill Herson and Rep. Charles A. Halleck (R.-Ind.) It was seen and heard on NBC-TV's new two-hour early morning program of news and entertainment, TODAY (Mondays through Fridays, 7:00-9:00 a.m., EST and CST).

Dave Garroway, "Communicator" on the program, which comes from the Communications Center in the RCA Exhibition Hall in New York, introduced the special telecast segment from Washington's Wardman Park Hotel.

Priest and Halleck first exchanged their views on their preferred candidates for each other's party. Halleck said the best candidate the Democrats could nominate to insure Republican victory was President Truman. Priest replied that the Republican party could guarantee a Democratic victory by nominating Sen. Robert A. Taft.

Then Priest said he was willing to "go out on a limb" and predict who the candidates of both parties would be. He predicted also that the nominating conventions would be "wide open."

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FIRST REACTION TO 'TODAY':

'GREAT!' 'SUPERB!'

\* ————— \*

"Great!" "Superb!" "Couldn't leave the set!" are only a few of the comments that flooded the NBC switchboard at Radio City after the first telecast of TODAY, the new NBC early morning television program of news and entertainment (Mondays through Fridays, 7:00-9:00 a.m., EST and CST).

With Dave Garroway as "Communicator," the program had its premiere Monday morning, Jan. 14. It came from a specially equipped Communications Center in the RCA Exhibition Hall on 49th Street in New York, and ushered in a new era in television history.

This fact was not lost on the early morning audience.

"Haven't been so well informed on news and current events since I left college," was one woman's enthusiastic comment.

This comment in particular brought out one of the major features of "Today," as outlined by Sylvester L. Weaver, Jr., NBC vice president in charge of Television, when the program was conceived.

In a meeting held with major advertising and agency representatives, Mr. Weaver stated that "Today" will be a major element contributing to the education, information and entertainment of this country and that the program is in the temper of these significant times.

Every known means of communication -- Teletype, tape recorders, books, newspapers, magazines, Telephoto, newsreels, overseas telephone, shortwave radio, mobile television units -- all are employed in the new program.

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## 2 - 'Today' Reaction

The format of the show depends largely on news, but the program is not news-heavy. There is entertainment of a "newsy" nature. Reviews of the latest Broadway openings by top newspaper drama critics will be telecast. Capsuled reviews and interviews with motion picture stars will be tied in with the openings of their latest pictures. Book reviews and interviews with the authors, discussions of magazine articles and record reviews will be other program features.

In charge of the overall production of "Today" is A.A. Schechter, one of the nation's best known men in the field of broadcasting. Schechter first joined NBC in 1931 as head of the copy desk in the Press Department. He expanded NBC's world-wide news service. Under his direction it brought greater acclaim to the network.

Schechter left NBC in 1942 to enter war service. He was first with the Office of War Information, and in 1943 took charge of the Army Air Forces use of radio for public relations. He was subsequently placed in charge of radio and press transmission for General MacArthur's headquarters in the Southwest Pacific area. While in the Pacific, Schechter was awarded the Legion of Merit for his organization of press and radio coverage for the Philippine invasion.

The executive producer of the mammoth morning program is 35-year-old Mort Werner. He has been a radio station manager and owner, consultant to radio stations all over the United States and has established a reputation as a businessman who knows communications and show business.

So captivated was one viewer that he left for work 8:15 instead of the usual 7:00 a.m. One husband told his wife she could

(more)





## 3 - 'Today Reaction'

buy another TV set for the kitchen so she won't miss Garroway and "Today" on her frequent trips there during breakfast.

A man 77 years old called to say it was the most exciting thing he ever saw and exulted that he was around to see this forward step in television programming being made.

A mother was happy to see Dave back on television: "I always watched him when he had his show in Chicago. I had a hard time putting the kids to bed then. Now I'm going to have no difficulty getting them up in the morning." Then there was a sudden after-thought, "But how am I going to get them out of the house to school?"

Many calls with comments of a constructive nature were received. "Can't we get the weather report more often?" one woman asked. Another wanted to know why, during the two hour program, Dave Garroway didn't mention Brooklyn!

The spontaneous and positive reaction from the early TV viewer constituted the greatest tribute that could be paid the new program.

-----O-----

NBC-New York, 1/15/52



## MORGAN BEATTY TO BEGIN TV PROGRAM

### ANALYZING THE NEWS OF THE WEEK

#### PREMIERE

Morgan Beatty, NBC's Washington correspondent who stars on "News of the World" (NBC radio network) will begin his first regularly scheduled television news show on Saturday, Jan. 19 at 5:45 p.m., EST).

Beatty's weekly commentary will give the inside story of the significant headlines of the week. The eminent commentator will present a film feature made especially by NBC-TV's worldwide staff of cameramen for the program but, according to network officials, the program "will be mostly Beatty."

Beatty joined NBC as a military analyst at the time of Pearl Harbor. He reported from Washington and London during the war. In 1948 he won the Headliner's Award for his "outstanding assigned radio reporting" during the previous year, and he won the Alfred I. Dupont award in 1949.

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11/10/50

Working Editor, 1951's American newspaper  
A story on "How to Buy News" (NYC Times 11/10/50)  
Will be in the 1951 edition of the  
edition of the 1951 edition of the  
11/10/50.

Working Editor, 1951's American newspaper  
A story of the 1951 edition of the  
NYC Times 11/10/50. The 1951 edition of the  
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GORDON LANE JOINS NBC MERCHANDISING DEPT.

Gordon Lane has joined the Merchandising Department of the National Broadcasting Company as New York district supervisor, Fred N. Dodge, director of the department, announced today.

Lane will take charge of the network's merchandising activities in the New York-New Jersey-Connecticut area and will also serve as head of the department's newly-created Material Unit, which will prepare and route nationally all point-of-purchase material to be used by department members.

For the past 10 years Lane has been general manager and assistant to the president of the James Thomas Chirurg advertising agency. Prior to that position, he had served for nine years as New England representative of Esquire Magazine. Lane, a native of Boston, now resides in New York City with his wife.

-----O-----

NBC-New York, 1/15/52

ORDERED THAT THE SAME BE RECORDED.

WITNESSED my hand and the seal of the said Court at the City of New York, this 10th day of June, 1901.

James M. Smith, Clerk of the said Court.

IN WITNESS WHEREOF, I have hereunto set my hand and the seal of the said Court at the City of New York, this 10th day of June, 1901.

James M. Smith, Clerk of the said Court.

'DISTINGUISHED ACHIEVEMENT AWARDS' WON BY NINE

Nine NBC radio and television personalities and shows were singled out by TV-Radio Life Magazine in their Jan. 11 issue to receive the magazine's "Distinguished Achievement Awards."

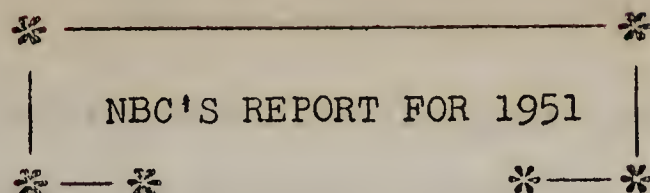
NBC radio recipients of the annual awards are writer-adapters Jerome Lawrence and Robert E. Lee of "The Railroad Hour"; Warren Lewis, director of "Nightbeat"; "Pete Kelly's Blues," as the "best new show" (presented last Summer); and Mario Lanza, "best new personality."

NBC television received awards for the following: best musical program, "Voice of Firestone"; best juvenile show, "Zoo Parade"; best sports coverage, NBC's Hollywood affiliate, station KNBH; best conversion from radio to television, "Your Hit Parade"; and top new personality, Red Skelton.

-----O-----







2 COPIES

Y-11

The National Broadcasting Company in 1951 rounded out the first 25 years of its broadcasting service to the people of the United States.

As 1952 began, there were 43,000,000 radio homes and 15,700,000 television homes in the United States, compared to the 6,500,000 radio families in this country when NBC began network operations on Nov. 15, 1926.

#### START OF COAST-TO-COAST TV

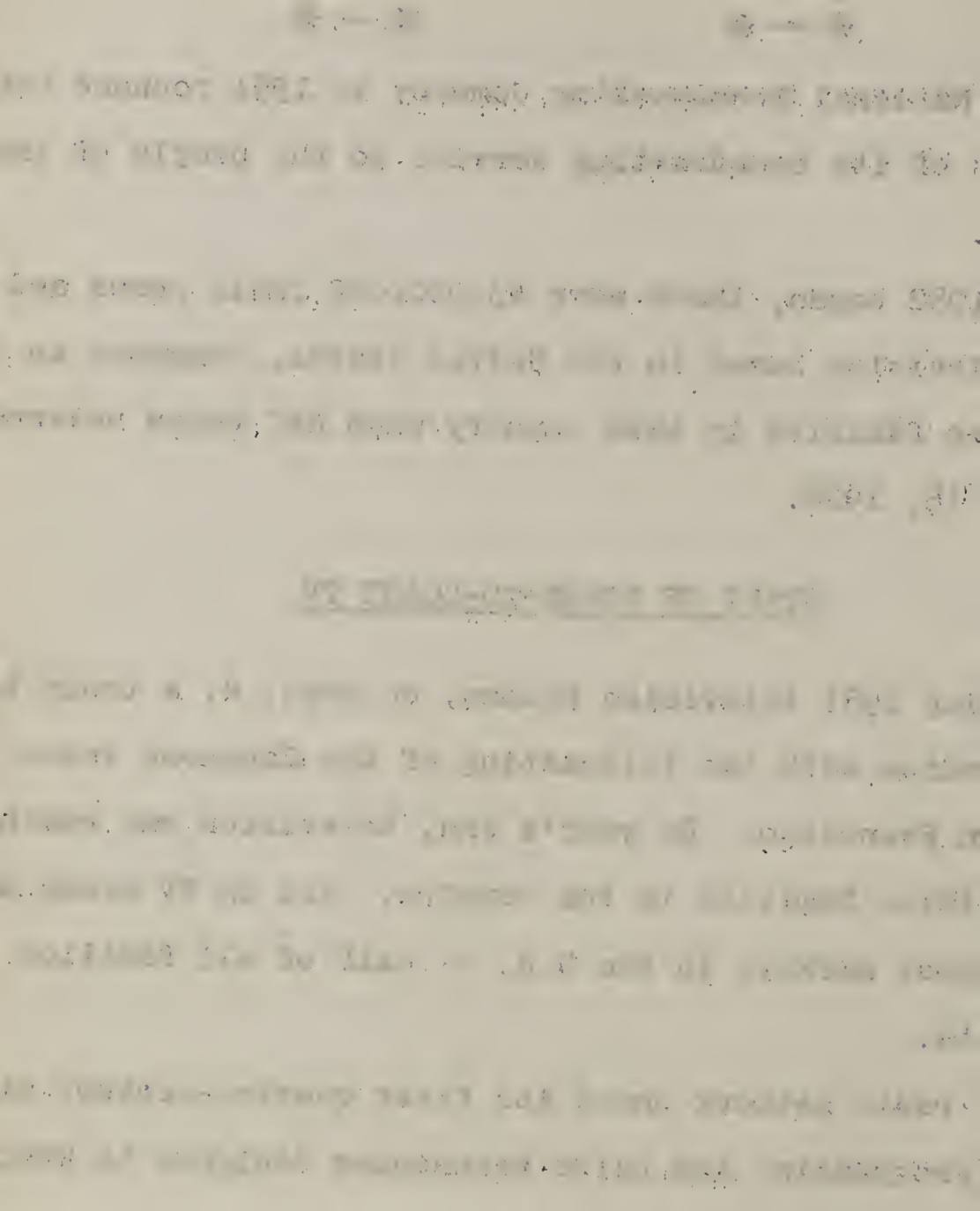
During 1951 television became, on Sept. 4, a truly trans-continental medium with the telecasting of the Japanese Peace Treaty signing in San Francisco. By year's end, television was reaching one out of every three families in the country. And in TV areas alone -- 64 of the biggest markets in the U.S. -- half of all families owned television sets.

The radio network ended its first quarter-century with innovations in programming and sales techniques designed to keep it in a position of preeminence.

By year's end, NBC had assembled a roster of stars numbering over 200.

The NBC radio network and a committee of operators of affiliated stations completed in 1951 a basic economic study of network radio designed to build further on radio's strong points.

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MANY TV "FIRSTS" IN 1951

Television's spectacular advances continued during the year. Spanning the continent for the first time, TV brought new experiences into the living rooms of millions of American homes. There was Secretary of State Dean Acheson dealing with the Russians at San Francisco. There was the beginning of big-time television comedy entertainment directly from Hollywood -- Eddie Cantor, Bob Hope, Red Skelton, Jimmy Durante and others. There were great sporting events -- seen for the first time by both coasts: the World Series, the college football telecasts and, on New Year's Day, 1952, the Rose Bowl game.

NBC television added its first foreign affiliate in 1951 -- station XELD-TV, Matamoros, Mexico -- bringing NBC's TV network to a total of 64 stations, one in every TV market in the U.S. Of these, 52 are interconnected as compared with 48 in 1950.

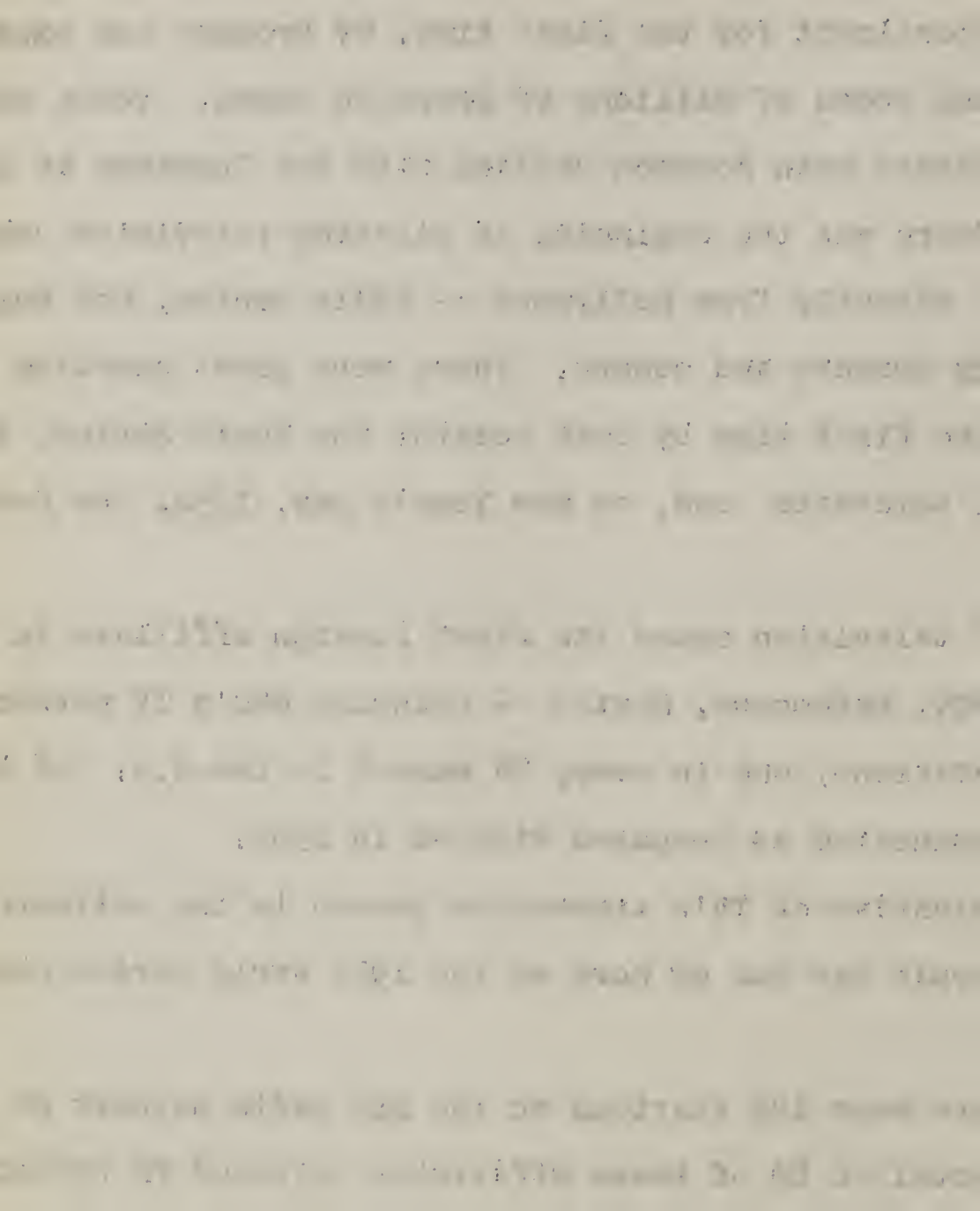
Indicative of TV's tremendous growth is the estimate that 60,000,000 people saw one or more of the 1951 World Series games over NBC.

There were 189 stations on the NBC radio network at the end of 1951. A total of 89 of these affiliates operated FM stations.

NEW IDEAS AND METHODS FOR NBC RADIO

The NBC radio network continued to pioneer in new programming and sales methods. "The Big Show," headed by Tallulah Bankhead, opened its second year with a gala broadcast from London. The second program originated in Paris. The homecoming to New York was highlighted by a Southern Show Train from New Orleans and other cities.

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### 3 - NBC's Report for 1951

More and more of the big names of television -- like Martin and Lewis, Eddie Cantor, Howdy Doody and Kate Smith, to name a few -- were successfully drawn into the NBC radio picture.

#### MAJOR AWARDS TO NBC PROGRAMS

NBC won four George Foster Peabody Awards in 1951 -- two for TV and two for radio. "The Halls of Ivy" and "The Quick and the Dead" topped the Peabody field in radio. NBC-TV's own Jimmy Durante and "Zoo Parade" won in television.

The NBC 25th Anniversary was observed both program-wise and promotion-wise. Charter NBC stations were presented with plaques at the annual convention in Boca Raton, Fla. On Nov. 15 -- the exact anniversary date -- the Radio Executives Club of New York tendered a luncheon to the network with some 30 pioneer stars as guests of honor. Two radio series, "Silver Jubilee on NBC" and "The Jubilee Show," were heard on the NBC radio network.

#### MANY EXCLUSIVES BY NBC-TV NEWSMEN

NBC presented the first international TV network program, a pick-up of Princess Elizabeth and the Duke of Edinburgh visiting Windsor, Ontario.

Television News and Special Events presented Gen. Douglas MacArthur's return to the United States, the Kefauver Crime Committee hearings, and the weekly NBC report on the progress of the United Nations General Assembly in Paris.

The "Camel News Caravan," produced by NBC, broadcast many exclusives.

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Charles and Eugene Jones, NBC-TV's roaming photographic team, turned in a series of film interviews with European statesmen and royalty, scoring especially with their films of Marshal Tito and a dramatic exclusive interview with Robert A. Vogeler upon his release from a Hungarian prison.

NBC-TV also presented picture-stories of the important British, French and Argentine elections, and disasters like the Midwest floods and the Kansas City fire in July. NBC-TV successfully telecast a speech by Sen. Robert A. Taft at Plymouth Rock, Mass., by employing two portable relay stations.

The network provided a series of documentaries which won wide praise. "The Beaten Path" commemorated a year's fighting in Korea. "The Big Flood" was a roundup of the floods and fires which ravaged the Midwest. "Life Line," an appeal for blood donations, and "Background to Trouble," an introductory survey of the troubled lands of the Near East, were further examples. Regularly scheduled TV news features were "Battle Report Washington," "Assembly VI," "American Forum of the Air," "American Youth Forum" and the sprightly quote-quiz, "Who Said That?"

#### NEWS DOCUMENTARIES PRESENTED ON RADIO

NBC's Radio News and Special Events Department provided a full schedule of world-wide news broadcasts, more than 100 per week, and developed a number of documentaries. These included "The Truth About Narcotics," featuring Pulitzer Prize-winning crime reporter Malcolm Johnston; W.W. Chaplin's report on the Air Force survival training program in the Everglades, and a study of traffic fatalities, "Are You About to Die?" on Labor Day weekend.

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NBC offered listeners to its regular news programs more than 1,000 direct pick-ups from overseas with four reports daily from Korea, Tokyo, London, Rome, Paris and other places in the news. Among the year's spot news beats were: the first broadcast from Teheran on the oil crisis, John Rich's front-line confirmation of the informal cease-fire order to American troops in Korea, and Frank Bourgholtzer's direct-from-the-White House announcement that President Truman had ousted Gen. Douglas MacArthur.

NBC scored with such achievements as W.W. Chaplin's reports of Eisenhower's first tour of Europe last Spring, Earl Godwin's accurate prediction that the President would dismiss MacArthur, and the first sound of an atomic explosion recorded by an NBC crew which had camped for a week at Frenchman's Flats in Nevada last February. NBC also broadcast an exclusive tape-recording of the William Oatis trial in Prague. Henry Cassidy, NBC director of Radio News and Special Events, headed a team of 7 NBC newsmen who reported the British elections four months after another team of NBC newsmen had reported the full story of the French elections.

H.V. Kaltenborn flew around the world to inspect the battle-fronts. Richard Harkness accompanied General Omar Bradley on a late Fall tour of European military bases.

#### CROSS-COUNTRY TV SPORTS COVERAGE

Transcontinental telecasts of the exciting Giants-Dodgers playoff games preceded the World Series. NBC-TV network also covered the All-Star Baseball game on July 16 at Detroit.

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In college football the NBC network carried an elaborate 10-week schedule of National Collegiate Athletic Association games. A 15-minute football warmup preceded each week's games and a nationwide roundup of football scores followed.

NBC-TV brought the headline bouts from Madison Square Garden each Friday night during the Winter, Fall and Spring. Such fights as the Joe Louis-Rocky Marciano bout made Friday night viewing a habit with sports fans.

Telecasts of the feature horse race of the week during the season at New York tracks was another sports highlight.

NBC-TV again covered finals of the National Open Golf Tournament.

#### COMPLETE SPORTS SCHEDULE ON NBC RADIO

NBC radio sportscasters, headed by Bill Stern, broadcast an 11-week schedule of major college football games, two major golf tournaments and a full season of horse-racing from New York tracks.

In September, the network named Bill Stern sports editor for the next three years.

#### BROAD CONCEPT OF TV PUBLIC AFFAIRS SHOWS

NBC's concept of public affairs and education in the field of TV embraced both sponsored and sustaining programs.

Included were "American Inventory," a series of experiments in adult education telecast weekly in cooperation with the Alfred P. Sloan Foundation; "Assembly VI," a weekly review of the United Nations

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General Assembly by Pulitzer-Prize historian Arthur M. Schlesinger, Jr., in cooperation with the Ford Foundation's Television-Radio Workshop-- its first TV effort; and "Mr. Wizard," an elementary science series for children, in cooperation with the Cereal Institute.

In religion, NBC-TV inaugurated "Frontiers of Faith," a weekly series produced in cooperation with the National Council of the Churches of Christ in the U.S.A., the Jewish Theological Seminary of America and the National Conference of Catholic Men.

Such programs as "Meet the Press," "Battle Report" and "American Forum of the Air" continued to explore public issues.

Examples of the introduction of cultural material into sponsored programs included the New York City Ballet on the "Kate Smith Hour," opera excerpts on "Your Show of Shows," interviews with public figures on variety programs, documentaries and headline stories on the "Philco Television Playhouse" and "Goodyear Television Playhouse," the United Nations Day observance on "Kukla, Fran and Ollie," and "International Incident" on "Fireside Theatre."

Thirteen programs were presented by NBC-TV during the year under the "Frontal Lobes" plan of including once each season, in every series on prime commercial time, a show which aims to enlighten as well as entertain. Examples were "Background to Trouble: A Primer of the Near and Middle East," sponsored by RCA; "I Was Stalin's Prisoner," the Robert Vogeler story, sponsored by Goodyear; and "Robert Montgomery's Year-End Review," sponsored by American Tobacco.

The world premiere on Christmas Eve of the NBC-commissioned television opera, "Amahl and the Night Visitors," by Gian-Carlo Menotti

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was also in line with NBC-TV's new public affairs concept. So also was the Dec. 29 radio-and-television presentation of Arturo Toscanini and the NBC Symphony Orchestra.

#### RADIO DRAMA AND LITERARY PROGRAMS PRESENTED

Public affairs and education played a significant part in the 1951 radio scene at NBC. Outstanding were "New Theatre," with Eva Le Gallienne; and "NBC Presents: Short Story," a half-hour dramatic program.

A new network program for children, "Carnival of Books," was widely commended. "The Nature of the Enemy," dealing with life under dictatorship, was presented in cooperation with The American Legion.

In cooperation with the Twentieth Century Fund, "Living-1951" originated "The People Act," 13 half-hour programs on democracy in action. The Health Information Foundation co-sponsored with "Living-1951" a series of five programs, "All Their Powers," telling how American communities are coping with problems of health.

During the year the NBC Radio Public Affairs and Education Department presented special broadcasts in cooperation with 83 national organizations.

NBC presented five regular religious programs each Sunday: "National Radio Pulpit" and "The Art of Living," in cooperation with the National Council of the Churches of Christ in the U.S.A.; "Catholic Hour," in cooperation with the National Council of Catholic Men; "Eternal Light," in cooperation with the Jewish Theological Seminary of America; and "We Hold These Truths," readings from the great philosophers and religious leaders.

The network scheduled 68 talks during the 12-month period, including 15 by President Truman. "Pro and Con" each week offered talks by figures prominent in national life

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Barnard College and NBC started their first Summer Radio and TV Institute in 1951. The radio and television courses given by Columbia University in cooperation with NBC went into their seventh year.

#### TOSCANINI AND OPERA HIGHLIGHT MUSIC ACHIEVEMENTS

A radio-and-television premiere on Nov. 3 marked the 14th season of Maestro Arturo Toscanini with the renowned NBC Symphony Orchestra, regularly featured Saturdays on the NBC radio networks. The Dec. 29 program was also presented on both the radio and TV networks. The third season of the NBC Television Opera Theatre was launched in October with eight operas scheduled. Leoncavallo's "Pagliacci," Offenbach's "RSVP," and Menotti's "Amahl and the Night Visitors" were the initial entries of the 1951-52 season.

#### BIG TV BUSINESS GAINS

In 1951, advertisers invested more money in NBC network television than in any other medium.

Commercial programming on NBC-TV increased from 186 hours per month in 1950 to 230 hours in 1951, a gain of 44 hours per month, or 24%.

Stations carrying NBC-TV network programs averaged 44 in 1951 as compared with 37 in 1950.

#### AWARD FOR EXCELLENCE

The American Institute of Graphic Arts honored the NBC Television Advertising and Promotion Department's promotion work for typographical and design excellence. The Direct Mail Advertising Association voted NBC-TV direct mail the best in television.

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RECORDING AND OTHER INFORMATION

1. The following information was obtained from the records of the Bureau of the Census, Department of Commerce, for the years 1950 through 1954:

2. The following information was obtained from the records of the Bureau of the Census, Department of Commerce, for the years 1950 through 1954:

3. The following information was obtained from the records of the Bureau of the Census, Department of Commerce, for the years 1950 through 1954:

4. The following information was obtained from the records of the Bureau of the Census, Department of Commerce, for the years 1950 through 1954:

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### NEW RADIO SALES PATTERNS

The first guarantee in the history of advertising that a sales message would receive attention was offered by NBC Radio's Guaranteed Advertising Attention Plan.

Another innovation in radio sales ideas is the Market Basket Plan, scheduled to the pattern of grocery product week-end advertising. NBC in 1951 created an expert merchandising department to spotlight the selling effectiveness of network radio.

NBC distributed 67 promotional pieces for radio and utilized 17 advertisements.

NBC held five regional promotion clinics in the Spring of 1951 with 131 station representatives, placed with stations in cooperative advertising more than 842,000 lines of newspaper space, and used on the network over 15,000 promotion announcements.

The National Spot Sales Department reported an increase for 1951 of more than 50% over the record 1950 figure for radio and TV sales.

### FACILITIES AND ENGINEERING

An important new phase in the development of the RCA color system was reached last year with the installation by NBC engineers of a color TV studio in Radio City. Field test operations were begun in the late Spring and included remote telecasts and a test to Washington.

The UHF station in Bridgeport, Conn., operated by RCA and NBC engineers, performed notable service to the industry in 1951. The

(more)





11 - NBC's Report for 1951

comprehensive work accomplished there has been reported to the FCC. In December the first color field test transmissions took place from this station.

NBC's New York TV and FM outlets, WNBT and WNBC-FM, began operating from the new multiple antenna mast atop the Empire State Building in June.

NBC engineering has also provided new and expanded film facilities for program use and kinescope recordings in both New York and Hollywood.

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NBC-New York, 1/16/52

THE UNIVERSITY OF CHICAGO  
DIVISION OF THE PHYSICAL SCIENCES  
DEPARTMENT OF CHEMISTRY

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# trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

January 16, 1952

\* ————— \*

NEW FEATURE IS ADDED TO 'TODAY';

CRITICS ACCLAIM NEW TV SHOW

\* ————— \*

A new feature was added to the NBC-TV program of news and entertainment, TODAY (Mondays through Fridays, 7:00-9:00 a.m., EST and CST) this morning when, for the first time, viewers were provided with a city-to-city weather forecast including the current temperature in each.

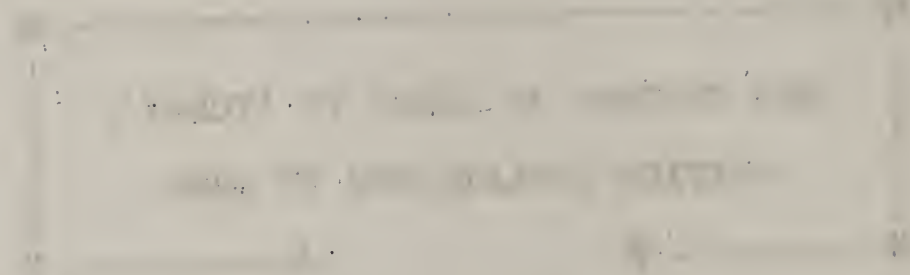
Each of the 30 cities in which "Today" is seen was listed alphabetically on the chart seen by the audience. Opposite each listing was noted the temperature according to the latest information, and the local weather bureau prediction for the day's weather.

The new feature was added to "Today" without interfering with the regular weather report, which is given by Dave Garroway, "Communicator" of the show, and Jim Fiddler at the Weather Bureau in Washington, D.C.

Since the new chart requires no explanation, it can be shown during the playing of a record or at any other appropriate time when there is a break in the newscasting.

The program, developing from day to day as new features are added, has already aroused vast favorable comment from the public and the press.

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The first of these is the fact that the system is not a simple one. It is a complex system, and the results of the analysis are not simple. The second is the fact that the system is not a simple one. It is a complex system, and the results of the analysis are not simple. The third is the fact that the system is not a simple one. It is a complex system, and the results of the analysis are not simple.

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According to George Rosen, radio and TV editor of Variety:

"Today is novel, ambitious and charts a new type in NBC's continuing quest for fresh patterns. . . .The whole show has a flexibility that could anticipate unscheduled innovations, changes and additions. And while it suggests careful through-the-night planning and preparedness, there is an ad-lib quality and an air of spontaneity about it, too, thanks primarily to Dave Garroway, who appears an ideal choice for top man of the display."

C.E. Butterfield, Associated Press Radio and Television columnist, said in commenting on the show: " . . The program is a video version of the early morning radio show, filled with news . . . with weather. . .with the time, with music, with pictures, with conversation, with interviews and with everything else classified as immediately available information." . . ."He (Garroway) is steering the whole thing along as only Garroway can."

In Washington Times-Herald, Bernie Harrison wrote: "Dave Garroway got his experimental early-morning TV 'Today' show off in fine style. . .What we did see was fine and we are happy to note that Garroway has stuck by his original plan of aiming his show at the ear rather than the eye."

"Batten down the hatches Mother," wrote Sonia Stein in her review of "Today" in the Washington Post; "this is the week little Willie will be late for school and big Willie will be late for work because TV has infiltrated the early morning hours."

Wrote John Lester, Radio and Video editor of the Newark Star-Ledger, "'Today'. . .impressed me as one of the most exciting TV events in months."

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JOHN P. CLEARY NAMED TO NBC POST

John P. Cleary has been appointed Eastern Program Director and Production Manager for the NBC Radio Network, Charles C. Barry, vice president in charge of Radio Network Programs, announced today.

An NBC radio executive producer since 1950, Cleary first joined the network in 1938 as a page. He left two years later to become a talent representative, then served as audition director of the American Broadcasting Co. He remained with ABC until 1949, advancing to the position of executive producer.

From 1949 until he returned to NBC, Cleary was radio director of the Kaster, Farrell, Chesley and Clifford agency where he was producer of "Duffy's Tavern" from Puerto Rico. Other programs and personalities with which he has been associated in directorial or production capacities include "Meredith Willson's Music Room," "Secret Story," Kay Kyser, "Best Sellers," Paul Whiteman and Sammy Kaye. Outstanding among his special assignments for NBC was the entertainment program he produced for the network's national convention in Boca Raton, Fla., last November.

A native New Yorker, Cleary attended Fordham University. He now resides, with his wife and three children, in Glen Ridge, N.J.

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NBC-New York, 1/16/52





MARIO LANZA WILL INTRODUCE NEW SONG;  
PROGRAM TO CHANGE DAY AND TIME

Mario Lanza will introduce a new song, "Lygia," on his program THE MARIO LANZA SHOW Monday, Jan. 21 (NBC radio, 10:00 p.m., EST). The song is based on music in the film "Quo Vadis" by Miklos Rosza. Paul Francis Webster wrote the lyrics.

For his other selections Lanza has chosen "My Romance," "The Hills of Home" and "One Night of Love."

This program will be the last one to be broadcast on Monday evenings. Starting Friday, Jan. 25 the program will be broadcast on the NBC network Friday evenings (NBC radio 9:00 p.m., EST). Lanza fans will receive a bonus in this change since the program will be heard twice during this week, on Monday the 21st and Friday the 25th.

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THEIR LIVES WILL BE SACRIFICED FOR THE

PROGRESS OF THE NATION

"THEY WILL BE SACRIFICED FOR THE PROGRESS OF THE NATION"

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JANE PICKENS LEAVES JAN. 18 FOR EUROPE; EXPECTS  
TO INTERVIEW GEN. EISENHOWER AND OTHER NOTABLES

- - -

Alfred Drake to Be Heard on 'Jane Pickens Show' for Month

Jane Pickens, singing star of the JANE PICKENS SHOW on NBC radio, expects to interview Gen. Dwight D. Eisenhower on her forthcoming trip to Europe. Miss Pickens will leave for Europe from International Airport on Friday, Jan. 18 for a combined vacation and working trip. She will tape-record interviews with leading political figures and noted men and women in the arts and entertainment field.

Miss Pickens also will broadcast over the French Broadcasting System. Her first broadcast there is scheduled for Jan. 27 and will be heard in this country by short wave. Arrangements have been made for this series with Pierre Crenesse, director of the French Broadcasting System in North America.

A star of radio, television, opera and Broadway, Miss Pickens received her musical training at the Curtis Institute in Philadelphia and the Juilliard School in New York. In 1949 she won high praise for her acting-singing part in Blitzstein's opera, "Regina." Her most recent stage appearance was in "Music in the Air," revived this season on Broadway.

During Miss Pickens' one-month visit in Europe, Alfred Drake, noted singer and actor, will be heard on the "Jane Pickens Show" (NBC radio, Mondays through Fridays, network except WNBC, 1:15 p.m., EST; rebroadcast over WNBC only, 1:45 p.m., EST).

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# trade news



2 COPIES

X-H

RCA BUILDING · RADIO CITY · NEW YORK

January 17, 1952

PR-17A-9-45

## Joan Davis Joins NBC Roster of Stars

Another great name in the entertainment world has been added to the roster of NBC stars.

It's comedienne Joan Davis, who will appear on NBC radio and television.

Miss Davis is now working out details of a new TV series with the network, an audition of which will be completed before April, 1952. It will be designed as a variety-situation comedy show with a story-line, permitting Joan to run the gamut of her talents, including songs, sketches and comedy routines that have made her famous.

In addition, she will continue making guest appearances on radio, among them "The Big Show," and is planning a new radio series of her own.

Long a star on many NBC radio shows, Joan Davis has scored successes on stage and screen. Born Madonna Josephine Davis, in St. Paul, Minn., she was singing and dancing at local affairs by the time she could walk. She was discovered by vaudeville scouts when she was 7, and was signed to tour the Pantages Circuit in a single act, billed

(more)



as the Toy Comedienne. Tutored during her travels, she returned to St. Paul to attend Mechanic Arts High School, then resumed her vaudeville stint, improving her style and practicing new routines.

In 1933, she settled in California, and in 1934 made her first picture, "Way Up 'Thar." Three years later she had a prominent role in "Millions in the Air," and in a short time was established as one of the foremost female comics on the motion picture screen.

Joan made her radio debut as a guest star on a variety program in the early 1940s. She did a parody of "Hey, Daddy," singing part of it and dropping into a monologue for the rest. Shortly afterwards she repeated the idea with the popular song, "Jim," as guest on the Rudy Vallee program. Soon she became a regular member of the cast, and when Vallee left for war service she became the star of the show. After that her radio successes followed in rapid succession, and she became one of radio's top personalities.

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NBC-New York, 1/17/52







N B C T E L E V I S I O N

A Service of Radio Corporation of America

'TODAY' VIEWERS SEE CAPT. CARLSEN ARRIVE, HEAR  
WOMAN RESCUED FROM TRAIN, SEE JET FIGHTER  
LEAVE WASHINGTON, ARRIVE IN NEW YORK

Viewers of TODAY, NBC-TV's early morning program of news and entertainment, (Mondays through Fridays, 7:00-9:00 a.m., EST and CST), were the first people in the nation to see on film the arrival of Captain Henrik Kurt Carlsen at New York's International Airport; were the first to hear the voice of a survivor of the snowbound train in California and were the first to see "live" a jet plane take off from Washington and land in New York in a dramatic demonstration of modern aerial speed.

The newsreel cameras and recording machines captured for the TV audience all the excitement surrounding the early morning arrival of the skipper of the foundered ship, Flying Enterprise. As the captain embraced his wife and expressed his happiness to be home, camera bulbs flashed and photographers yelled: "Just one more, Captain!" ... "This way, Captain."

In a brief statement made over the massed microphones Captain Carlsen said: "Thank you for this fine welcome...I cannot at this moment express my feeling... We only did what we thought was our duty."

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THEY WERE THE FIRST TO BE  
KILLED BY THE ENEMY IN THE  
BATTLE OF BULGE.

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Shortly after this film was shown Dave Garroway, "Communicator" on the unprecedented program, switched on one of two tape recording machines which are part of the large array of electronic devices in the specially equipped Communications Center in New York, from which the program comes. On the air was the voice of an evacuee from the streamliner, snowbound in the Sierra Nevadas in the worst storm in years in that area.

The voice that "Today" viewers heard was that of Mrs. Bertha S. Adkins, executive director, Women's Division of the Republican National Committee.

Her statement was recorded while she and the other survivors of the three-day imprisonment in the snow and cold were on their way to Oakland, Calif., on a train that had picked them up shortly after their rescue. She described the experience in brief terms: "The snow covered the windows.. there was no light because the electricity had gone off.. "

NBC San Francisco reporter, Jerry Gordon, arranged the special recording and when it was completed he dropped the tape off at Sacramento. The tape was then radioed to New York. In less than a half hour after Mrs. Adkins had spoken with Gordon her remarks were being heard by TV viewers of "Today."

In an exclusive on-the-spot "live" story, seen and heard while it was happening, the breath-taking speed of the U.S. Air Force's F94, all weather interceptor jet, as it took off from Washington, D.C. and 26 minutes and 12 seconds later landed in New York, was seen by "Today's" audience.

(more)

... part of the large group of electronic devices  
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3 - 'Today'

At 8:20 a.m., Garroway showed viewers the F94 and its crew at Bolling Air Field in Washington where an NBC mobile TV unit was on hand. At 8:23 they saw the plane as it became airborne.

Piloted by Captain John H. Hughes, Arlington, Va., executive officer of the 121st Fighter Interceptor Squadron, who was accompanied by his radar officer, Lt. Morris M. Johnson of Jacksonville, Fla., the plane headed North for Mitchel Field in New York.

At 8:49 its arrival was picked up at Mitchel by another NBC mobile TV unit. As the captain and Lt. Johnson stepped to the ground exactly 26 minutes and twelve seconds had elapsed since the take-off from Washington. The plane had flown at 591 m.p.h.

After refueling, the plane took off from New York at 20 minutes and 46 seconds after 9:00. It landed in Washington at 9:51, covering the 215-mile distance in 30 minutes and 15 seconds against a headwind. This portion of the program was seen only in the Midwest where "Today" is on the air from 8:00 to 10:00 a.m., EST.

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NBC-New York, 1/17/52



AMERICAN INSTITUTE OF GRAPHIC ARTS SELECTS  
FOUR NBC-TV PROMOTION PIECES FOR SHOW

Four promotion pieces designed by the NBC Television Advertising and Promotion Department have been chosen by the American Institute of Graphic Arts jury for inclusion in the Institute's 1952 exhibition. James H. Nelson, manager of the department, received notification that the NBC-TV booklets went on display at the Graphic Arts Show, 115 E. 40 St., New York City, beginning Monday, Jan. 14.

The promotion pieces thus honored are:

"Yoo Hoo Molly Darling," a folder for the NBC-TV network program, "The Goldbergs"; "Television on Watch," a booklet about NBC-TV news broadcasting and public affairs; "Could You Use a Million New Customers This Summer?" a presentation of the network's strength as a Summertime sales medium, and "The Flavor of a Wild Strawberry," a reprinting of a brochure about the NBC-TV series, "Kukla, Fran & Ollie."

The first three pieces were designed by Fred Veit, department art director; the fourth by Allen Hurlburt, former art director. Frank McMahon and Richard Blake prepared the copy.

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NBC-New York, 1/17/52

How promotion pieces designed by the NBC-TV  
Marketing and Promotion Department have been chosen  
to be shown on the Graphic Arts Show for the  
NBC-TV 1955 exhibition. James H. Nelson, NBC  
Executive, received notification that the NBC-TV  
went on display at the Graphic Arts Show, 315 A  
New York City, beginning Monday, Jan. 14.  
The promotion pieces thus honored are:  
"Yes We Really Can," a follow-up for the NBC-TV  
program, "The Colorful," a television on NBC-TV  
and NBC-TV new programming and public affairs;  
"Use a Million New Creative Film Shows," a pre-  
sentation of the network's schedule as a promotional piece  
and "The Flight of a Wild Swan," a promotional  
piece about the NBC-TV series, "Luna, Moon & Stars".



NILES TRAMMELL AND H.W. SLAVICK TO BE HEARD  
ON 'DIXIE JUBILEE,' MARKING WMC ANNIVERSARY

The National Broadcasting Company will salute the 25th anniversary of the affiliation of station WMC, Memphis, with NBC on Wednesday, Jan. 23, at 10:30 p.m. (EST) (radio network) with a DIXIE JUBILEE.

Niles Trammell, chairman of the board of NBC, and H.W. Slavick, general manager of WMC, WMC-FM and WMCT, will speak on the half-hour program of flashbacks to great special events heard in the mid-South over the past quarter-century. Noel Gilbert and the WMC Concert Orchestra will provide the music for the anniversary show.

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NBC-New York, 1/17/52

THE FOLLOWING INFORMATION IS FOR THE USE OF THE  
OFFICIALS OF THE BUREAU OF THE ARMY AND NAVY

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MARTIN AND LEWIS APPEAL FOR DYSTROPHY AID  
RESULTS IN DONATIONS BY 10,000 PERSONS

One appeal for aid to muscular dystrophy sufferers by Dean Martin and Jerry Lewis on their Dec. 30th COLGATE COMEDY HOUR appearance on NBC-TV (8:00 p.m., EST), resulted in a great number of contributions to combat the dread disease. To date, more than 10,000 individual contributions, averaging more than \$1 apiece, have been mailed to organization headquarters in New York as a result of the one appeal.

Following their "Colgate" appeal, Martin and Lewis made two additional appeals on their weekly NBC radio program (Fridays at 8:30 p.m., EST).

The pair will continue to ask for donations on both radio and TV until sufficient funds are raised to cope with the muscular dystrophy.

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MARTIN AND LEWIS OFFERED FOR CONSIDERATION  
REVENUES IN DONATIONS BY 10,000 PERSONS

One appeal for aid to American youth was  
made by John Martin and Jerry Lewis on their  
30th birthday. They appeared on  
TV (8:00 P.M., EST), invited in a crowd  
of all contributions to amount the crowd  
... To date, more than 10,000 individuals  
... donations, everything more than 10 million  
... been called to organization headquarters in  
... as a result of the two appeals.

Following their "celebrity" appeal, Martin  
and Lewis made two additional appeals on their  
... radio program (Friday at 8:30 P.M.).

The radio will continue to ask for donations  
... radio and TV until September 1st.



NBC RADIO NEWSMEN COVER RESCUE

OF PEOPLE ON STRANDED TRAIN

NBC radio newsmen covered completely the story of the marooned Southern Pacific train, City of San Francisco, yesterday, with on-the-spot reports from three points near snowbound Donner Pass.

From station KCRA in Sacramento, KOH in Reno and KNBC in San Francisco came interviews with survivors and members of rescue crews, heard last night (Wednesday, Jan. 16) on the second edition of Morgan Beatty's NEWS OF THE WORLD at (network except WNBC, 11:15 p.m. EST).

A special midnight report direct from the relief train bringing the passengers to San Francisco had to be cancelled when that train was delayed several hours.

Early Thursday morning on the 7:30 a.m. WNBC newscast and on the 8:00 a.m. (EST) WORLD NEWS ROUNDUP, Jerry Gordon of KNBC's news staff interviewed rescued passengers and trainmen.

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TWO-WAY SHORT WAVE BROADCASTS FROM FRANCE TO U.S.

BY NBC'S JANE PICKENS ARE PLANNED

Negotiations are under way for two-way short wave broadcasts between this country and France for Miss Jane Pickens' broadcasts with the French Broadcasting System. Miss Pickens, the NBC star, will spend a month in Europe doing tape-recorded interviews with leading figures in politics and art. NBC and the French broadcasting system hope to present Miss Pickens from Paris and French artists from New York.

Miss Pickens, who leaves tomorrow aboard a KLM Royal Dutch Airliner from International Airport, will be accompanied by Robert K. Adams, her program producer. Adams will supervise her radio and re-cording activities in Europe.

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# *trade* *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

January 18, 1952

SPECIAL NBC BROADCAST CLIMAXES COVERAGE  
OF CAPT. CARLSEN'S BATTLE WITH SEA

With a special 15-minute program entitled CAPTAIN CARLSEN ARRIVES IN NEW YORK, broadcast Thursday, Jan. 17, at 5:45 p.m. (EST), NBC climaxed its two-week coverage of the adventures of the freighter skipper who almost saved his storm battered ship.

NBC radio listeners heard the story of Carlsen's arrival at New York's International Airport, the triumphant parade up Broadway, the official reception by Mayor Vincent Impellitteri at City Hall, and the luncheon in Carlsen's honor. Films of these events were shown on NBC television.

NBC televiewers saw pictures of Carlen at sea and ashore almost every day during the past two weeks since storms buffeted the Flying Enterprise and the Carlsen saga began. The films, including an exclusive filmed interview with the Danish-born captain after he received a decoration from Denmark in London, were nightly features of NBC-TV's CAMEL NEWS CARAVAN, ELEVENTH HOUR NEWS, and other NBC television news shows.

On radio, "Captain Carlsen Arrives in New York" wrapped up NBC's fifteen-day coverage of Carlsen's battle against the sea. NBC originated 24 transatlantic broadcasts from London and Falmouth during

(more)





2 - Captain Carlsen

the two-week siege. NBC broadcast the first exclusive interview with the 37-year-old skipper when finally he was brought ashore at Falmouth by the rescue tug Turmoil.

Edwin Newman, an NBC radio correspondent in London, was stationed at Falmouth during the dramatic days when Carlsen and his ship were in tow. Newman broadcast repeatedly from the center of rescue operations near Land's End, England. Twice he flew over the ship and reported the status of the tow directly via NBC. NBC also broadcast recorded radio conversations between Carlsen and the captains of the two U.S. destroyers, the Weeks and the Willard Keith, which stood by the stricken freighter. NBC scored another first when it broadcast Carlsen's "safe-on-shore" message to his wife and children in Woodside, N.J.

Significant moments of the Carlsen saga were seen and heard during NBC-TV's early morning program, TODAY.

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NBC-New York, 1/18/52



LETTERS PRAISING 'TODAY' POUR IN  
TO NBC; VIEWERS ACCLAIM THE  
NEW MORNING TELECASTS

Thousands of letters have been pouring into NBC praising its new early morning TV show, TODAY and its "Communicator," Dave Garroway. After only five days on the air (Mondays through Fridays, 7:00-9:00 a.m., EST and CST) the two-hour program of news, entertainment and special features has brought enthusiastic comments from the 26 states where it is seen.

"Your program is stupendous," one TV viewer in Villa Park, Ill., wrote to Garroway "but now we have to have our breakfast in the living room."

The comment is typical of others that have been received from many of Garroway's old fans who have been welcoming him back to their parlors. New ones are flooding NBC's mail box, lauding the thorough, though casual manner, in which he brings them the latest news of the day and the entertainment features.

A viewer in Pittsburgh, Pa., wrote: "I always go back to bed when my family leaves for work, but never again as long as you're doing this wonderful show."

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THE UNIVERSITY OF CHICAGO  
THE DIVISION OF THE PHYSICAL SCIENCES  
THE DIVISION OF THE BIOLOGICAL SCIENCES

There is a great deal of work being done in the field of the physical sciences, and the results are being published in a number of journals. The work is being done by a number of people, and the results are being published in a number of journals. The work is being done by a number of people, and the results are being published in a number of journals.

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In another letter a man from Utica, N.Y., wrote: "Years ago I used to go to bed early so I could get up and see the circus come in. Now I hit the hay early so as to be able to see a 7:00 a.m. TV show."

A letter from the South read: "I was very fortunate in being able to watch the first half of your new program 'Today,' as broadcast by WMCT, Memphis, Tenn. We are 135 air miles from the nearest TV station and are not always favored with good reception. But will always be trying to get your program."

"Dear Dave," wrote a woman from Ayer, Mass., "Although I said 'Get thee behind me Satan,' this morning he pushed me straight before our TV."

"Today" comes from a specially equipped Communications Center in the RCA Exhibition Hall on 49th Street in New York. The Hall is fronted almost completely with plate glass and proceedings of "Today" are fully visible to early morning passers-by. Occasionally one of the television cameras in the communications room picks up the faces of this early morning audience as they peer at the show.

One woman who wrote to Garroway said: "Listened to your early morning program. I think it's a grand idea and very entertaining." Then she had a question: "By the way, who was the middle-aged man in the tweed coat, with the amazed expression who flashed on around 8:00?"

Garroway expects many other such queries as "Today's" cameras pick up faces on 49th Street, in Grand Central and Pennsylvania stations and other main arteries in New York and around the world.

Perhaps the most pleasing to read of all the words of praise Garroway has received this week were those in a letter from a housewife in Canton, Ohio: "...To sit down with a cup of coffee and you, Dave, is all I ask. It's wonderful."

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The first "live" telecast ever to come from the Bureau of Printing and Engraving in Washington, D.C., showing money as it is being made, highlighted the fifth morning of "Today."

The printing presses, the people, the paper involved in the process, and finally the finished product were picked up by a mobile TV unit in the Bureau and described for the TV audience by NBC Washington Correspondent Dave Brinkley.

With Dave Garroway, "Communicator" on "Today," speaking with him from the Communications Center in the RCA Exhibition Hall in New York where the program originates, Brinkley took the TV viewer on a tour of the "Dollar Bill Section" of the Bureau which, at 8:00 in the morning, was in full operation.

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NBC-New York, 1/18/52

...and the following day, the paper involved in  
highlighted the first morning of "Today".  
...the paper involved in  
...the first product were placed in a box  
...for the TV audience in the  
...Dave Brainer.

...on "Today", "Commentator", "Dave Brainer",  
...NCA Executive Hall in  
...took the TV screen of  
...at the Bureau when, at 6:00  
...to this operation.



January 21, 1952

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11 FIRST PLACES AWARDED TO NBC RADIO PROGRAMS  
AND STARS IN MOTION PICTURE DAILY-FAME POLL

\* ————— \*

HOLD FOR RELEASE WEDNESDAY, JAN. 23

NBC radio programs and stars were awarded 11 first places by radio editors and critics on American newspapers and magazines participating in the 16th Annual Motion Picture Daily-Fame radio poll. The NBC awards totaled more than those for the next two networks combined.

"The Big Show," the network's 90-minute extravaganza (Sundays, 6:30-8:00 p.m., EST), with Tallulah Bankhead as mistress of ceremonies, topped the list of best programs of the year, winning the coveted CHAMPION OF CHAMPIONS category, the poll's highest award. Last year this title was held by Jack Benny.

Bob Elliott and Ray Goulding, stars of their own programs, (Monday through Fridays, 5:45-6:00 p.m., EST, and Saturdays, 8:30-9:00 p.m., EST, plus WNBC only: Mondays through Fridays, 6:00-8:30 a.m., EST), were named MOST PROMISING STARS OF TOMORROW.

Other NBC radio shows and personalities winning first places are:

Dean Martin and Jerry Lewis, stars of their own show, (Fridays, 8:30-9:00 p.m., EST), as BEST COMEDY TEAM.

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2 - 11 First Places

"Groucho x - You Bet Your Life," (Wednesdays, 9:00-9:30 p.m., EST), as BEST QUIZ SHOW and BEST AUDIENCE PARTICIPATION SHOW.

The NBC Symphony Orchestra, (Saturdays, 6:30-7:30 p.m., EST) as BEST SYMPHONIC ORCHESTRA.

Guy Lombardo, "Your Hit Parade," (Thursdays, 10:00-10:30 p.m., EST) as BEST DANCE BAND.

"Theatre Guild on the Air," (Sundays, 8:30-9:30 p.m., EST) as BEST DRAMATIC PROGRAM.

"Dragnet," (Thursdays, 9:00-9:30 p.m., EST), as BEST MYSTERY SHOW.

"The Telephone Hour," (Mondays, 9:00-9:30 p.m., EST), as BEST MUSICAL SHOW.

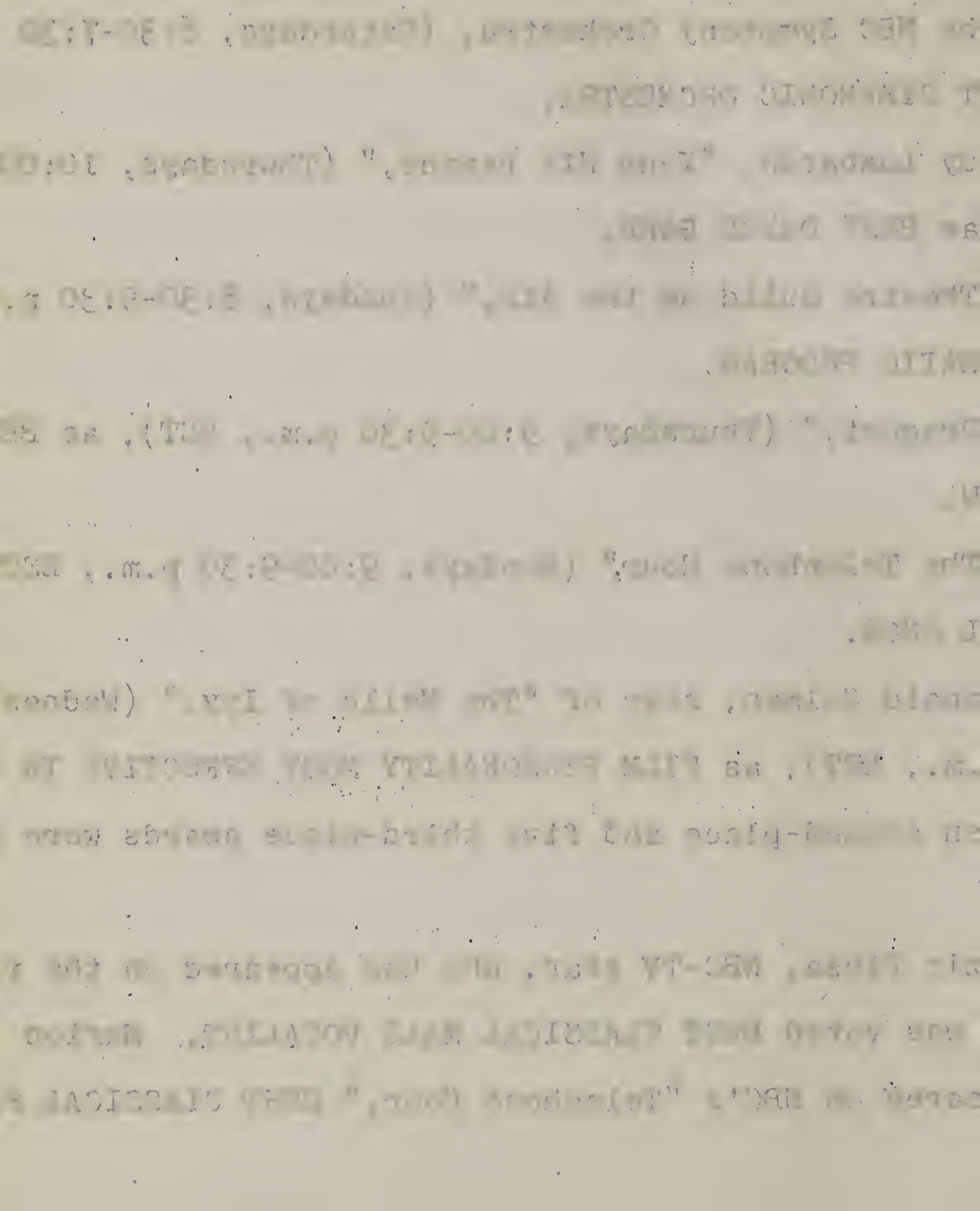
Ronald Colman, star of "The Halls of Ivy," (Wednesdays, 8:00-8:30 p.m., EST), as FILM PERSONALITY MOST EFFECTIVE IN RADIO.

Ten second-place and five third-place awards were also won by NBC.

Ezio Pinza, NBC-TV star, who has appeared on the radio "Big Show," was voted BEST CLASSICAL MALE VOCALIST. Marion Anderson, who has appeared on NBC's "Telephone Hour," BEST CLASSICAL FEMALE VOCALIST.

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NBC-New York, 1/21/52





# trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

January 21, 1952

NBC-TV SHOWS AND STARS LEAD THE FIELD WITH 15 TOP  
AWARDS IN MOTION PICTURE DAILY-FAME POLL

HOLD FOR RELEASE THURSDAY, JAN. 24

A total of 15 first places, more than twice as many as the next two networks combined, were won by NBC television programs and stars in the third annual Motion Picture Daily-Fame TV poll of outstanding TV editors, critics and columnists of the nation's newspapers and magazines.

"Your Show of Shows" (Saturdays, 9:00-10:30 p.m., EST) was the outstanding multiple first-place winner of the roster. The program and its two stars, Sid Caesar and Imogene Coca, were chosen best in five separate categories. The show was voted BEST NETWORK PROGRAM, BEST VARIETY PROGRAM AND BEST COMEDY SHOW. Caesar and Jimmy Durante, one of the stars of the network's "All Star Revue," (Saturdays, 8:00-9:00 p.m., EST), were tied for the title of BEST COMEDIAN. Imogene Coca won honors as BEST COMEDIENNE.

Durante also won top rating as BEST TELEVISION PERFORMER.

Other NBC-TV first-place winners and their categories are:

"Voice of Firestone" (Mondays, 8:30-9:00 p.m., EST) as BEST CLASSICAL MUSIC PROGRAM.

(more)



2 - NBC-TV Shows and Stars

"Meet the Press" (Sundays, 4:00-4:30 p.m., EST) as BEST EDUCATIONAL OR PUBLIC SERVICE PROGRAM.

"Groucho Marx - You Bet Your Life" (Thursdays, 8:00-8:30 p.m., EST) as BEST QUIZ SHOW.

George Fenneman of "Groucho Marx - You Bet Your Life" as BEST TV ANNOUNCER.

"Kukla, Fran and Ollie" (Mondays through Fridays, 7:00-7:15 p.m., EST) as BEST CHILDREN'S PROGRAM.

John Cameron Swayze of "Camel News Caravan," (Mondays through Fridays, 7:45-8:00 p.m., EST), as BEST NEWS COMMENTATOR.

"Cavalcade of Sports," (Fridays, 10:00-10:45 p.m., EST), as BEST SPORTS PROGRAM.

Jimmy Powers of "Cavalcade of Sports" as BEST SPORTSCASTER.

"Kate Smith Hour" (Mondays through Fridays, 4:00-5:00 p.m., EST) as BEST DAYTIME PROGRAM.

The Lucky Strike commercials on "Robert Montgomery Presents Your Lucky Strike Theater," (alternate Mondays, 9:30-10:30 p.m., EST) as BEST COMMERCIAL PRESENTATION.

NBC television personalities and programs also won 11 second-place and 14 third-place awards in the 22 categories voted upon by the pollsters.

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NBC-New York, 1/21/52

THESE SERVICES PROVIDED.

AND MAY - YOU DO YOUR LIFE" (THESE SERVICES PROVIDED).

IT IS.

THESE SERVICES PROVIDED - YOU DO YOUR LIFE.

THESE SERVICES PROVIDED (THESE SERVICES PROVIDED).

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FIRST BROADCAST BY SOLDIERS WHO SURVIVED  
DC-4 CRASH IS HEARD ON 'TODAY'

The first broadcast of voices of survivors of the DC-4 that plunged into the icy waters off Sandspit Field on the Queen Charlotte Islands of British Columbia on Jan. 19, was heard Jan. 21 on TODAY, NBC-TV's new early morning program of news and special features (Mondays through Fridays, 7:00-9:00 a.m., EST AND CST).

The voices of the soldiers, among the seven who survived the crash that claimed the lives of 36 of their fellow passengers and crew members on their way home from the Korean front, were recorded at McChord Air Force Base, Wash.

Sgt. Richard P. Fields of Temple City, Calif., had the highest praise for Stewardess Jane Cheadle of Seattle. "...A very fine type person," he told Millard Ireland of NBC station KOMO in Seattle. "She did her best to encourage the people. Later we lost her."

Stewardess Cheadle had clung to the one wing of the plane that remained afloat. When she could hold on no longer, she fell into the water. Another survivor, Pfc. Demaris Apostolon of Hinton, W. Va., swam out to get her. He reached her, but it was too late. "Because of the tide," Fields said, "we'd be washed off the wing, and so we had to swim back."

(more)



Sgt. Charles H. Fields, his brother, said of the ordeal:

"..In two or three minutes you were almost frozen."

Another survivor, Sgt. Donald E. Baker, told of Co-pilot Kenneth Kuhn's attempt to help the others: "He tied a rope around his shoulders, then swam into the cockpit to look for a life raft." Kuhn lost his life in the effort.

Guest of Dave Garroway, "Communicator" of "Today," was Barkev Vartanyan, singing cab-driver. Less than 10 hours after his debut Sunday night in Carnegie Hall, he was telling Dave and the TV audience all about it.

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NBC-New York, 1/21/52

1917

1571 (1954-1955)



ONE-MINUTE COMMERCIAL ANNOUNCEMENT ON 'TODAY' BRINGS  
16,000 REPLIES FROM VIEWERS OF NEW PROGRAM

Sixteen thousand replies to a single one-minute commercial announcement on TODAY, the NBC-TV early morning program of news and entertainment (Mondays through Fridays, 7:00-9:00 a.m., EST and CST), illustrated the appeal of the new show, only four days after its premiere.

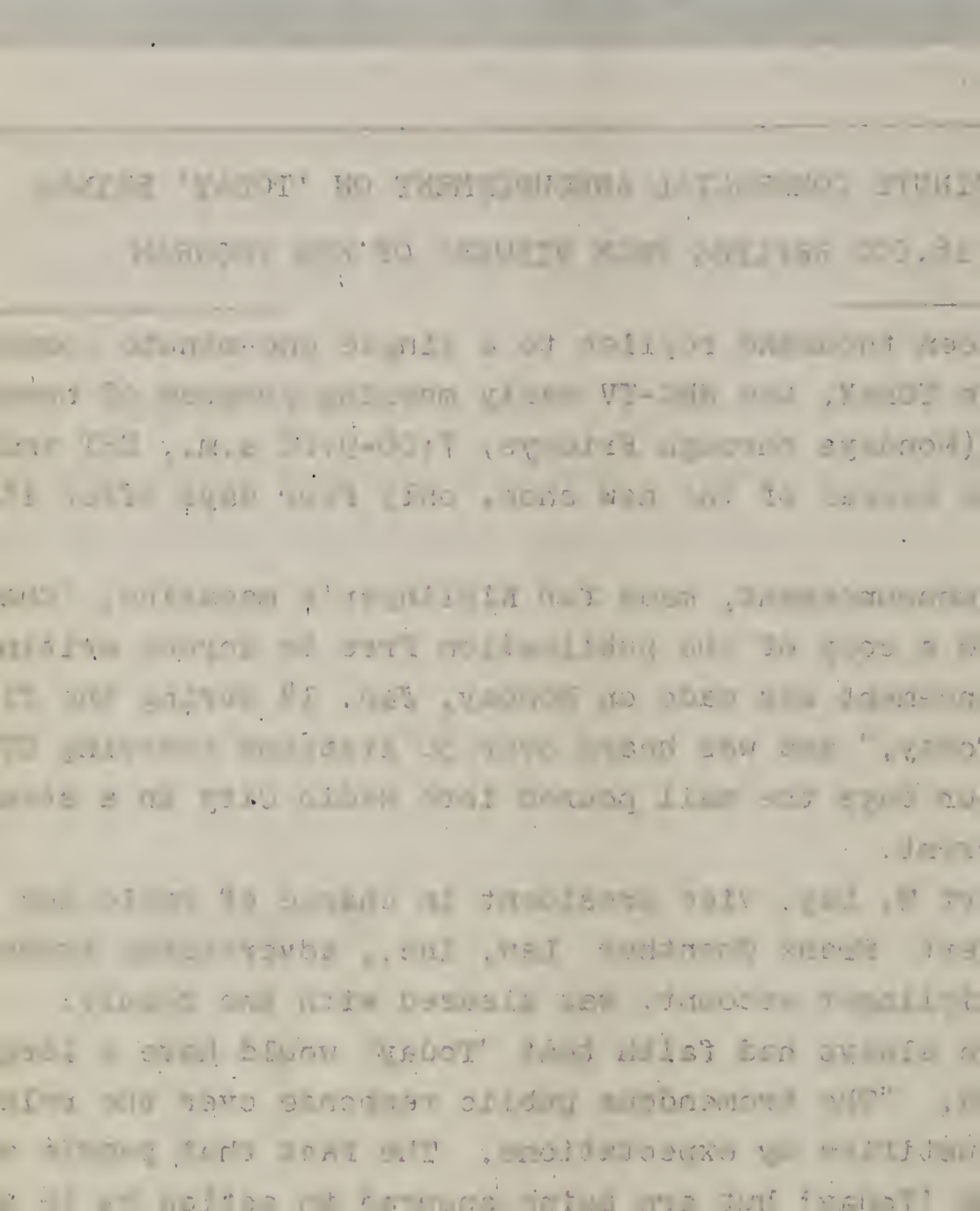
The announcement, made for Kiplinger's magazine, "Changing Times," offered a copy of the publication free to anyone writing for it. The announcement was made on Monday, Jan. 14 during the first telecast of "Today," and was heard over 30 stations covering 27 states. In the next four days the mail poured into Radio City in a steadily increasing current.

Robert W. Day, vice president in charge of radio and television for Albert Frank Guenther Law, Inc., advertising agency handling the Kiplinger account, was pleased with the result.

"I've always had faith that 'Today' would have a large audience," Day said. "The tremendous public response over the relatively short period justifies my expectations. The fact that people are not only looking at 'Today' but are being spurred to action by it as well, is amply demonstrated by the more than 16,000 cards and letters we have received so far. In a sense the two, 'ChangingTimes' and 'Today,' are related, for both embody the same basic concept; that what is habit today may not be habit tomorrow."

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NBC-New York, 1/21/52



JONES BROTHERS LEAVE JAN. 23 FOR EUROPE TO SHOOT  
TV FILMS FOR 'TODAY' AND 'NEWS CARAVAN'

The Jones Brothers are off to Europe again, leaving on Wednesday, Jan. 23, to shoot special television films for NBC-TV's early morning program, "Today," and for the "Camel News Caravan."

They will operate from headquarters in Paris, roving through Europe and the Middle East, wherever the news breaks. The famous cameraman-correspondent team has been busy in the United States recently since returning from a European trip last year, which was sparked by outstanding stories, including the first interview with Robert Vogeler after he was released from a Hungarian prison camp. The Jones Twins also filmed Marshal Tito at the opening session of the Yugoslav parliament.

Gene and Charlie Jones have covered most of the world for NBC-TV news in the past two years. Both men were wounded doing combat camera-shooting in Korea. They published a book based on their frontline experiences there, "The Face of War," which won high praise from reviewers. Two months ago the twins received the U.S. Camera Gold Medallion for "outstanding contributions to television newsreel photography."

Natalie Jones, Gene's wife, will accompany the twins to serve as film and editorial assistant.

-----O-----





STATION WMAY TO BECOME 191ST NBC RADIO AFFILIATE

Station WMAY, Springfield, Ill., will become the 191st affiliate of the National Broadcasting Company's radio network, effective Feb. 1, Carleton D. Smith, NBC vice president in charge of Station Relations, announced today.

Owned by the Lincoln Broadcasting Company, WMAY operates on a frequency of 970 kilocycles with a power output of 1,000 watts daytime and 500 watts at night. Gordon Sherman is president and general manager of WMAY.

-----O-----

NBC-New York, 1/21/52

STILLING: OTHER NEW TRAIL MARKS OF NEW MOUNTAINS

There are many mountains in the area and the local officials of the local government are trying to make a map of the area. The map is being made by the local government and the local officials are trying to make a map of the area. The map is being made by the local government and the local officials are trying to make a map of the area.

The map is being made by the local government and the local officials are trying to make a map of the area. The map is being made by the local government and the local officials are trying to make a map of the area. The map is being made by the local government and the local officials are trying to make a map of the area.

January 22, 1952

VICE PRESIDENT BARKLEY TO HEAD LIST OF NOTABLES

AT DINNER HONORING EDDIE CANTOR

ON HIS 60TH BIRTHDAY

The National Broadcasting Company will broadcast highlights of Eddie Cantor's 60th birthday party at Hotel Commodore, New York, on Thursday, Jan. 31 (NBC radio network, 10:35 p.m. to 11:00 p.m., EST).

Cantor, noted for his public-spirited fund-raising campaigns for worthy causes throughout his long long career in show business, will be honored at the birthday dinner-party, for which purchase of a \$1,000 savings bond of the State of Israel will be the price per plate.

Cantor, long an NBC radio personality and currently star of his own radio network show (Tuesdays, 10:00 p.m., EST), also has established himself as an outstanding television headliner as one of the rotating stars of the Colgate COMEDY HOUR (NBC-TV, Sundays, 8:00 p.m., EST).

Principal speaker at the dinner will be Vice President Alben W. Barkley. Other distinguished guests invited include Senator Herbert Lehman, Henry Morgenthau, Jr., Oscar Hammerstein II, Mayor Impellitteri, Abel Green, George Jessel, Jack Benny, Herbert Bayard Swope, Walter White, William Morris, Dr. Israel Goldstein, Benjamin C. Browdy, Barney Balaban, Spyros Skouras and Jacob Blaustein.

(more)





"More than the personal tribute itself, I treasure the form the tribute has taken on the occasion of my 60th birthday," said Cantor, whose total fund-raising figure will go over the quarter-billion mark after this occasion. "'Bonds for Israel' is a worthy cause, designed to help a struggling young democracy, the oldest and youngest country in the world. I'm humbly grateful for the honor."

The NBC comedian's efforts for charitable and civic causes have brought him awards and commendations from the U.S. Treasury, the War Department, the Heart Association, the One World Association, the National Conference of Christians and Jews, the Jewish War Veterans, the Catholic War Veterans and Temple University, where he recently was made a doctor of humane letters. Cantor coined the "March of Dimes" phrase for the polio campaign.

-----O-----

#### RALPH EDWARDS TO BE EMCEE OF SCOUT JAMBOREE

Ralph Edwards, who recently launched his own thrice-weekly afternoon show on NBC television from Hollywood, will go to Las Vegas, Nev., Jan. 29 to act as emcee for the regional Boy Scout jamboree to be held there. This will be the fifth consecutive year that Edwards has presided at the event.

-----O-----

NBC-New York, 1/22/52

social and political life will go over the top  
after this occasion. "Florida for Japan" is a  
ed to help a struggling young democracy, the other  
ity in the world. I'm hoping to be the  
NBC commission's efforts for charitable and civic  
in awards and commendations from the U.S. Treasury  
the Heart Association, the Girl Scouts Association  
rmon of Christians and Jews, the United Way, the  
Veterans and Temple University, where he received  
of human beings. Gaudin signed the "Letter  
for the people's welfare."

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RAILS DEPART TO BE KNOWN OF SCOT JARDON  
h. Jardon, who recently launched his own film  
on NBC television from Hollywood, will go to  
to see as well for the regional Boy Scout  
This will be the fifth consecutive year that  
in the event.

'EILEEN CHRISTY AND COMPANY' WILL PRESENT  
THE STAR AND A TALENTED YOUNG ARTIST

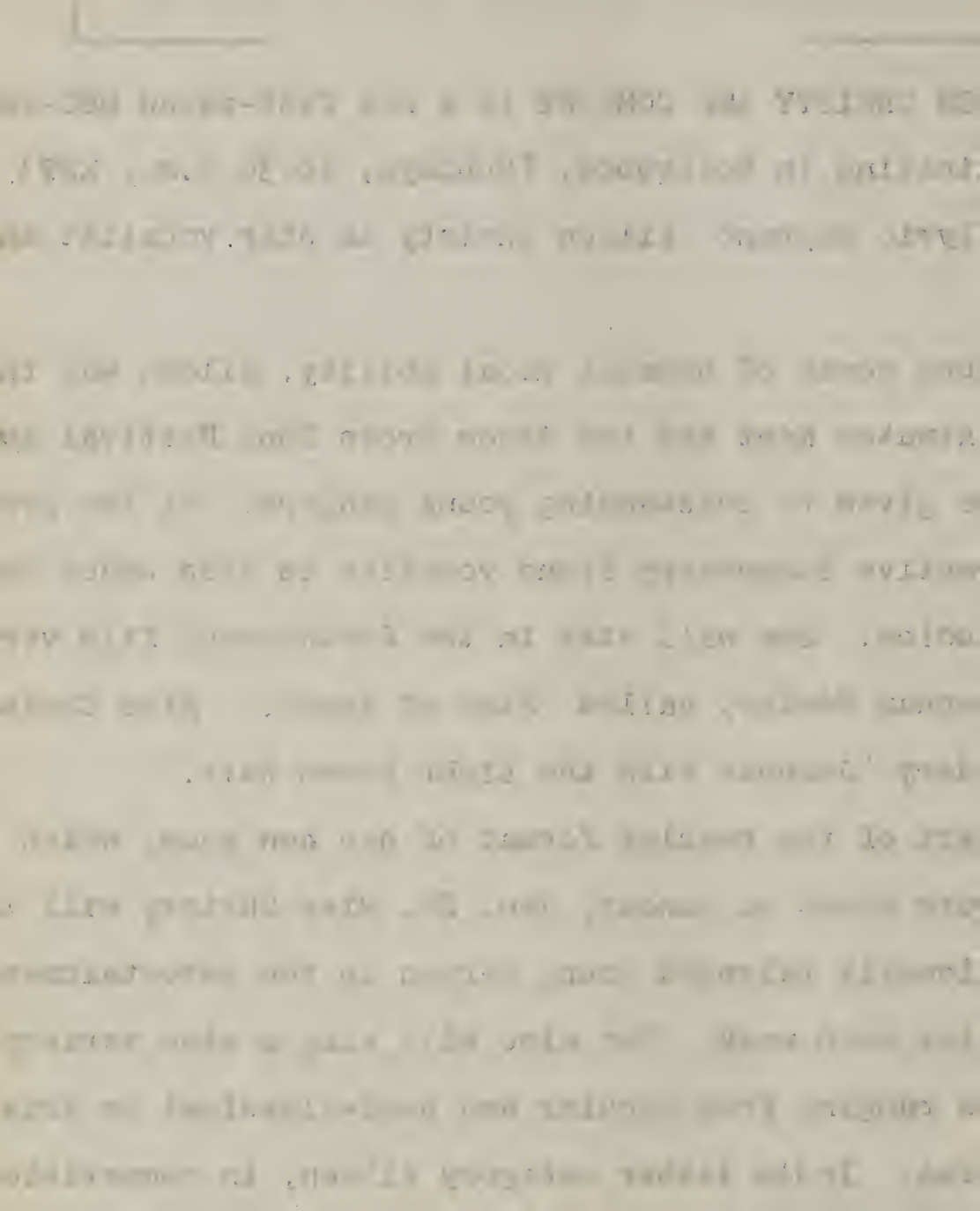
EILEEN CHRISTY AND COMPANY is a new fast-paced NBC-radio network show originating in Hollywood, (Sundays, 10:30 p.m., EST) featuring the young lyric soprano Eileen Christy as star vocalist and hostess-emcee.

A young woman of unusual vocal ability, Eileen was the 1950 winner of the Atwater Kent and the Green Cross Song Festival awards. Both prizes are given to outstanding young singers. At the present time, the attractive strawberry blond vocalist is also under contract to Republic Studios. She will star in the forthcoming film version of the life of Stephan Foster, called "Star of Youth." Miss Christy will play the legendary "Jeannie With the Light Brown Hair."

As part of the regular format of her new show, which made its radio network debut on Sunday, Jan. 20, Miss Christy will introduce an exceptionally talented young person in the entertainment field as a guest artist each week. She also will sing a wide variety of musical numbers ranging from popular and semi-classical to arias from well-known operas. In the latter category Eileen, in competition with 300 other contestants, won an audition with the San Francisco Light Opera Company.

Music for the program will be provided by Robert Armbruster and the NBC orchestra. Howard Wiley is the producer-director of the show and Ray Dietrich is the announcer.

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NBC Television

NEWS

WNBT NEW YORK

NBC'S HENRY CASSIDY TELLS 'TODAY'S' AUDIENCE  
OF STALIN'S PROBABLE SUCCESSOR

Georgi Malenkov, Secretary of the Communist Party of the Soviet Union, under the present circumstances, will most likely succeed Josef Stalin in event of the latter's death, said Henry Cassidy, director of NBC Radio News and Special Events, on the early morning TV program, TODAY, which has Dave Garroway as "Communicator." (NBC network, Mondays through Fridays, 7:00-9:00 a.m., EST and CST).

In an interview with James Fleming, veteran newscaster and news editor of "Today," Cassidy said that Malenkov's age and the position he now holds in Russia -- the same held by Stalin under Lenin -- made him the most logical successor.

The interview followed the tape recording of part of a Russian broadcast, picked up the night before and heard by the TV audience. It was the first time a voice coming from Moscow was heard in America on a standard broadcast since 1947 when Cassidy made the last one.

In the broadcast Joe Adamov, Brooklyn-born Soviet short wave English language announcer, was heard as he paid tribute to Lenin during the ceremony in the Bolshoi Theater on the 28th Anniversary of Lenin's death.

"Should Stalin die," Cassidy said "-- and stories always have him on the verge of dying -- a triumvirate consisting of Viacheslav Molotov, running the government; Lavrenty Beria, the secret police and Malenkov heading the Communist Party would probably be in control. Just as a triumvirate was in control after Lenin's death.

"But," Cassidy speculated, "Malenkov, youngest of the three, should emerge the strong man, just as Stalin did."

Both Cassidy and Fleming were correspondents in Moscow before the formation of the iron curtain. During World War II Cassidy received two exclusive letters from Stalin commenting on the Allies' conduct of the war.

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NBC-New York, 1/22/52

THE UNIVERSITY OF CHICAGO

CHICAGO, ILLINOIS 60637

It is a pleasure to inform you that the University of Chicago has accepted your application for admission to the M.A. program in the Department of Political Science. The University of Chicago is a leading institution of higher learning, and we are confident that you will find the environment and the faculty to be most stimulating. The University of Chicago is a leading institution of higher learning, and we are confident that you will find the environment and the faculty to be most stimulating. The University of Chicago is a leading institution of higher learning, and we are confident that you will find the environment and the faculty to be most stimulating.

The University of Chicago is a leading institution of higher learning, and we are confident that you will find the environment and the faculty to be most stimulating. The University of Chicago is a leading institution of higher learning, and we are confident that you will find the environment and the faculty to be most stimulating. The University of Chicago is a leading institution of higher learning, and we are confident that you will find the environment and the faculty to be most stimulating.

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\*  
TOP ENTERTAINERS ON 'ALL-STAR MARCH OF DIMES' \*  
\*

NBC radio will present an "ALL-STAR MARCH OF DIMES," from Hollywood, in cooperation with the National Foundation for Infantile Paralysis, Wednesday, Jan. 30 (10:35-11:00 p.m., EST).

Among the big-name participants will be Bob Hope, Fibber McGee and Molly, Ralph Edwards, Dinah Shore, Phil Harris and Alice Faye, Dennis Day, Robert Young, Willard (The Great Gildersleeve) Waterman, Walter Tetley and Elliot Lewis.

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## LOCKWOOD DOTY RETURNS TO 'WORLD NEWS ROUNDUP'

Lockwood Doty, NBC radio reporter, returned to the weekday WORLD NEWS ROUNDUP on Tuesday, Jan. 22 (radio network except WNBC, 8:00 a.m., EST) and Mondays through Fridays thereafter. Mel Brandt, formerly heard on weekday roundups, will shift to the Saturday (8:00 a.m., network except WNBC) and the Sunday (9:00 a.m., network and WNBC) "World News Roundup."

Doty has been an NBC newsman since 1949. Prior to coming to New York the radio reporter was news director of station WCON in Atlanta and a news editor at WCOP Boston. Doty has been active in radio and newspaper reporting since undergraduate days at Trinity College in Hartford, Conn.

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NSC Radio will present an "All-Star March of

1", from Hollywood, in cooperation with the

and Foundation for Interracial Relations. Wednesday

Dec. 30 (10:35-11:55 p.m., EST).

Among the big-name participants will be the

. Timber McGee and Molly, Ralph Bonbrake, Frank

. Phil Harris and Alice Faye, Genevieve Day,

and Young, William (the Great Old-fashioned) with

Walter Pater and Alice Lewis.

WORKING DUTY RETURNING TO (KITCHEN HAVE WORKING)

will be, and radio reporter, returned to the

that on Thursday, Jan. 31 (radio network except

) and Monday through Friday's (except). (at 8

on Wednesday morning, will shift to the Saturday

except (WDB) and the Sunday (9:00 a.m., network



# *trade* *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

January 23, 1952

ROBERT MONTGOMERY TO 'VIEW THE NEWS' ON NEW NBC RADIO SHOW

Life Magazine will sponsor Robert Montgomery in a news commentary program over the NBC radio network Mondays through Fridays, 10:30 to 10:35 p.m., EST, starting today (Wednesday, Jan. 23). The program is titled, "A Citizen Views the News."

Montgomery, well-known as a radio commentator, movie star and NBC-TV executive producer, will broadcast not only from New York but also from American cities and various capitals of the world as he travels.

The advertising agency for the sponsor is Young and Rubicam, Inc.

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# *trade* *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

January 23, 1952

\* \_\_\_\_\_ \*

| Third Sponsor for 'Today' |

\* \_\_\_\_\_ \*

The Pure-Pak Division, Ex-Cello Corp., makers of milk containers, will sponsor the 8:20-8:25 a.m., EST, portion of TODAY, NBC television's new morning program, each Monday starting Jan. 28. Advertising agency for Pure-Pak is the Fred M. Randall Co.

Pure-Pak is the third sponsor announced for "Today." The Kiplinger Washington Agency, Inc., for "Changing Times" magazine, has sponsored the 8:15-8:20 a.m., EST, segment of the Monday telecasts since the program began on Jan. 14. The Kenwill Corp., makers of "Magikoter Paintroller," will begin sponsorship of a portion of "Today" starting the week of Feb. 18.

"Today," which stars Dave Garroway as "Communicator," is seen over the NBC-TV network from 7:00-9:00 a.m., EST and CST, Mondays through Fridays. It originates in a special communications center in the RCA Exhibition Hall, New York City.

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NBC TRADE NEWS

WILLIAM J. MARTIN JOINS NBC RADIO SALES GROUP

William J. Martin has joined the Radio Network Sales Department of the National Broadcasting Company as a sales representative, it has been announced by Walter D. Scott, National Radio Network Sales Manager.

Martin comes to NBC following two years as sales representative in the Philadelphia area for Look magazine. Prior to that he had spent five years in a sales capacity with the American Weekly, Hearst Publications. His business career also includes eight years in public relations for the aviation industry with the United Aircraft Corp. and the Pittsburgh Plate Glass Co.

A native of Hartford, Conn., Martin currently resides in Hartsdale, N.Y., with his wife and two sons.

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NBC-New York, 1/23/52

TABLE 1. Summary of the data used in the analysis.

Variable	Definition	Units	Range
Age	Age in years	Years	15-85
Sex	Male or Female	Categorical	Male, Female
Height	Height in meters	Meters	1.5-2.0
Weight	Weight in kilograms	Kilograms	50-100
Body Mass Index (BMI)	Weight divided by height squared	Kg/m <sup>2</sup>	18-30
Heart Rate (HR)	Heart rate in beats per minute	Beats per minute	60-180
Stroke Volume (SV)	Stroke volume in liters	Liters	0.05-0.15
Cardiac Output (CO)	Cardiac output in liters per minute	Liters per minute	5-10
Mean Arterial Pressure (MAP)	Mean arterial pressure in mmHg	mmHg	90-140
Systemic Vascular Resistance (SVR)	Systemic vascular resistance in dynes/cm <sup>5</sup>	Dynes/cm <sup>5</sup>	1000-2000
Pulmonary Vascular Resistance (PVR)	Pulmonary vascular resistance in dynes/cm <sup>5</sup>	Dynes/cm <sup>5</sup>	100-200
Left Ventricular End Diastolic Volume (LVEDV)	Left ventricular end diastolic volume in liters	Liters	0.1-0.2
Right Ventricular End Diastolic Volume (RVEDV)	Right ventricular end diastolic volume in liters	Liters	0.1-0.2
Left Ventricular Stroke Volume (LVSV)	Left ventricular stroke volume in liters	Liters	0.05-0.1
Right Ventricular Stroke Volume (RVSV)	Right ventricular stroke volume in liters	Liters	0.05-0.1
Left Ventricular Ejection Fraction (LVEF)	Left ventricular ejection fraction as a percentage	Percentage	50-80
Right Ventricular Ejection Fraction (RVEF)	Right ventricular ejection fraction as a percentage	Percentage	40-70
Left Atrial Volume (LAV)	Left atrial volume in liters	Liters	0.1-0.2
Right Atrial Volume (RAV)	Right atrial volume in liters	Liters	0.1-0.2
Left Atrial Stroke Volume (LASV)	Left atrial stroke volume in liters	Liters	0.05-0.1
Right Atrial Stroke Volume (RASV)	Right atrial stroke volume in liters	Liters	0.05-0.1
Left Atrial Ejection Fraction (LAEF)	Left atrial ejection fraction as a percentage	Percentage	40-70
Right Atrial Ejection Fraction (RAEF)	Right atrial ejection fraction as a percentage	Percentage	30-60
Left Atrial Pressure (LAP)	Left atrial pressure in mmHg	mmHg	8-12
Right Atrial Pressure (RAP)	Right atrial pressure in mmHg	mmHg	0-5
Left Atrial Vascular Resistance (LAVR)	Left atrial vascular resistance in dynes/cm <sup>5</sup>	Dynes/cm <sup>5</sup>	100-200
Right Atrial Vascular Resistance (RAVR)	Right atrial vascular resistance in dynes/cm <sup>5</sup>	Dynes/cm <sup>5</sup>	100-200
Left Atrial Stroke Work (LASW)	Left atrial stroke work in joules	Joules	0.1-0.2
Right Atrial Stroke Work (RASW)	Right atrial stroke work in joules	Joules	0.1-0.2
Left Atrial Power (LAPWR)	Left atrial power in watts	Watts	0.1-0.2
Right Atrial Power (RAPWR)	Right atrial power in watts	Watts	0.1-0.2
Left Atrial Compliance (LAC)	Left atrial compliance in ml/mmHg	ml/mmHg	10-20
Right Atrial Compliance (RAC)	Right atrial compliance in ml/mmHg	ml/mmHg	10-20
Left Atrial Stiffness (LAS)	Left atrial stiffness in mmHg/ml	mmHg/ml	0.05-0.1
Right Atrial Stiffness (RAS)	Right atrial stiffness in mmHg/ml	mmHg/ml	0.05-0.1
Left Atrial Vascular Compliance (LAVC)	Left atrial vascular compliance in ml/mmHg	ml/mmHg	10-20
Right Atrial Vascular Compliance (RAVC)	Right atrial vascular compliance in ml/mmHg	ml/mmHg	10-20
Left Atrial Vascular Stiffness (LAVS)	Left atrial vascular stiffness in mmHg/ml	mmHg/ml	0.05-0.1
Right Atrial Vascular Stiffness (RAVS)	Right atrial vascular stiffness in mmHg/ml	mmHg/ml	0.05-0.1
Left Atrial Vascular Compliance Index (LAVCI)	Left atrial vascular compliance index	Index	1-2
Right Atrial Vascular Compliance Index (RAVCI)	Right atrial vascular compliance index	Index	1-2
Left Atrial Vascular Stiffness Index (LAVSI)	Left atrial vascular stiffness index	Index	1-2
Right Atrial Vascular Stiffness Index (RAVSI)	Right atrial vascular stiffness index	Index	1-2
Left Atrial Vascular Compliance Ratio (LAVCR)	Left atrial vascular compliance ratio	Ratio	1-2
Right Atrial Vascular Compliance Ratio (RAVCR)	Right atrial vascular compliance ratio	Ratio	1-2
Left Atrial Vascular Stiffness Ratio (LAVSR)	Left atrial vascular stiffness ratio	Ratio	1-2
Right Atrial Vascular Stiffness Ratio (RAVSR)	Right atrial vascular stiffness ratio	Ratio	1-2
Left Atrial Vascular Compliance Index Ratio (LAVCIR)	Left atrial vascular compliance index ratio	Ratio	1-2
Right Atrial Vascular Compliance Index Ratio (RAVCIR)	Right atrial vascular compliance index ratio	Ratio	1-2
Left Atrial Vascular Stiffness Index Ratio (LAVSIR)	Left atrial vascular stiffness index ratio	Ratio	1-2
Right Atrial Vascular Stiffness Index Ratio (RAVSIR)	Right atrial vascular stiffness index ratio	Ratio	1-2
Left Atrial Vascular Compliance Index Ratio Index (LAVCIRI)	Left atrial vascular compliance index ratio index	Index	1-2
Right Atrial Vascular Compliance Index Ratio Index (RAVCIRI)	Right atrial vascular compliance index ratio index	Index	1-2
Left Atrial Vascular Stiffness Index Ratio Index (LAVSIRI)	Left atrial vascular stiffness index ratio index	Index	1-2
Right Atrial Vascular Stiffness Index Ratio Index (RAVSIRI)	Right atrial vascular stiffness index ratio index	Index	1-2

MEREDITH WILLSON'S NEWEST BOOK

WILL BE PUBLISHED FEB. 7

"Who Did What to Fedalia?" a novel by Meredith Willson -- star of "The Big Show" and "Meredith Willson's Music Room" on NBC radio -- will be published by Doubleday on Feb. 7.

Subtitled: "The story of an Iowa girl who thought she knew what she wanted in the big city," "Fedalia" (rhymes with Australia) starts with a visit to the Parker home, in Fort Madison, Iowa, by a salesman for the Zimmerman-Wings-of-Magical-Melody Autoharp.

When Red Parker came home that evening and discovered his daughter, Fedalia, accompanying herself on the Autoharp, he decided that she had a voice which would take her far.

It did.

All the way to New York.

What Fedalia learned about the difference between Fort Madison and New York is -- well -- instructive, and delightful.

This is Willson's second book. His first was the autobiographical best seller, "And There I Stood With My Piccolo."

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SECOND VOLUME OF BOOK EDITED BY NBC-TV'S

WILLIAM I. KAUFMAN IS PUBLISHED

The second volume of Best Television Plays of the Year (1950-51) edited by NBC's television co-casting director, William I. Kaufman, has been published under the Merlin Press imprint and contains the outstanding TV dramas as submitted to Kaufman by networks and independent stations throughout the country.

The Merlin Press has established the William I. Kaufman Award for the TV dramas represented in the "Best Plays" series Kaufman is editing.

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## NBC RADIO AND TELEVISION MOVE QUICKLY TO COVER FATAL N.J. PLANE CRASH

NBC radio and television covered the Elizabeth, N.J. plane crash Tuesday, Jan. 22 by picture and voice, starting immediately on receipt of news of the crash near the Newark Airport. NBC radio's mobile transmitting crew headed by newsman Jack Gerber sent back first reports at 4:15 p.m. (EST) and followed with on-the-scene bulletins at 4:45, 5:00, 5:30, 5:45 and 6:00 p.m. when a full eye-witness account was broadcast. NBC was first to confirm that former Secretary of War Robert Patterson was among those killed in the crash.

NBC-TV's mobile unit headed by Jack Mills left the garage shortly after the crash and was set up in record time on the scene. However, it was impossible because of obstructions to get the high-frequency signal beamed back to the Empire State building in New York.

A complete filmed story was shown locally on "Eleventh Hour News" over WNBT at 11:00 p.m. (EST). Don Goddard interviewed the Elizabeth Police Chief, civil defense, firemen and spectator heroes who helped evacuate survivors from the burning houses.

Final reports of the deaths, damage and citizen reaction were heard on NBC-TV's early morning program, "Today"; on NBC radio's 7:30 a.m. New York news program, and on the "World News Roundup" at 8:00 a.m. (network except WNBC), today (Jan. 23).

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NBC-New York, 1/23/52



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EXPERT DISCUSSES TUNISIAN SITUATION TO BRING  
'TODAY' VIEWERS UP-TO-THE-MINUTE, AND  
OTHER NEWS STORIES ARE COVERED

\*-----\*

The explosive political situation in Tunisia, North Africa, that has already claimed the lives of many natives and Frenchmen was in the top news spot on TODAY, NBC-TV early morning program of news and special events that stars Dave Garroway as "Communicator" (Mondays through Fridays, 7:00-9:00 a.m., EST and CST).

Dr. Benjamin Rivlin, professor of political science at Brooklyn College, who last Summer spent several months in Tunisia, was guest on the program. In discussing the current situation with James Fleming, news editor of "Today," and Alex Drier, NBC correspondent, Dr. Rivlin pointed out that what is happening there is not full scale war or revolution.

"Nor do I think they (the nationalist demonstrators) are Communist directed," Dr. Rivlin said. "They think it's time they ruled themselves and I think we (the U.S.) should be as interested as the Russians."

Tunisia is under French control and William Frye, NBC correspondent in Paris, was brought in by short wave to join the discussion taking place in the Communications Center in the RCA Exhibition Hall on 49th Street in New York. Frye agreed that he did not think the demonstrations were Communist inspired.

In another news feature on "Today," the voices -- recorded on tape -- of eye-witnesses to the plane crash in Elizabeth, N.J., Monday afternoon, gave an added dimension to coverage of the accident.

(more)





2 - 'Today'

On newsreel film Winston Churchill was shown shortly before he sailed for England aboard the Queen Mary. These films, shown on "Today," were the first seen anywhere of the Prime Minister's departure.

Later that morning, Dave Garroway, in a direct short wave telephone conversation with Frazer Wighton, Reuters correspondent aboard the Queen Mary, heard Wighton predict heartfelt reception for the Prime Minister on his return to England because of the success of his visit to the United States.

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#### 'TODAY' STARTS NEW BUS STOP

A large early morning audience gathers daily to peer through the huge plate glass windows of the RCA Exhibition Hall on 49th Street between 5th and 6th Avenues to see the NBC program TODAY, starring Dave Garroway, as it is being telecast. (Mondays through Fridays, 7:00-9:00 a.m., EST and CST).

Soon some of the 49th Street buses were stopping too, the bus drivers being just as curious to see how a television show gets on the air. Had this state of affairs continued there might have been serious complications -- traffic being snarled, passengers arriving late for work, etc. But in no time at all bus dispatchers appeared at the corner of 6th Ave. and 49th and held brief conferences with drivers who lingered for any unusual time between 5th and 6th. Now, only a few buses pause briefly -- probably new men on the route.

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January 24, 1952

THREE NBC MERCHANDISING DISTRICT SUPERVISORS APPOINTED

Appointment of three merchandising district supervisors for the National Broadcasting Company has been announced by Fred N. Dodge, director of the network's Merchandising Department.

M.G. Odell will cover the states of Oregon, Washington, Idaho, Montana, Wyoming and part of Utah.

William M. Barnett, Jr., with headquarters in Chicago, will cover the state of Michigan as well.

William T. Croley will operate out of Cleveland, covering Ohio, Indiana and Kentucky.

Odell, formerly a member of the Trade Extension Division of The American Weekly, has also done merchandising work with the Curtis Publishing Co., the Grit Publishing Co. and Capper Publications. His business experience also includes service as an account executive with Batten, Barton, Durstine & Osborn, Inc.

Barnett spent 13 years with McKesson & Robbins. He left his position as sales manager of that firm's Providence, R.I., division to join the Tek Hughes Division of Johnson & Johnson as New York divisional manager.

Croley for many years was a member of the national advertising staff of the Cleveland Press, serving both in the research and merchandising division and later becoming department store representative. He also spent five years with the Cleveland office of The American Weekly, where he did considerable merchandising work.

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NBC TRADE NEWS

EDDIE CANTOR NAMED HEAD OF SAFETY COUNCIL'S  
SCREEN AND RADIO COMMITTEE

Eddie Cantor, NBC radio and television star, has been named 1952 chairman of the motion picture and radio committee of the National Safety Council.

Cantor, who succeeded NBC radio star Phil Harris as chairman, was inducted recently in ceremonies at the Ambassador Hotel in Los Angeles, Calif. Robert Young, star of the NBC radio comedy series, "Father Knows Best," was principal speaker at the dinner.

Cantor, who stars in his own radio program Tuesdays (10:00 p.m., EST) and is one of the alternating stars of the "Comedy Hour" on NBC-TV, will be honored at a dinner at Hotel Commodore in New York Thursday, Jan. 31, on the occasion of his 60th birthday. Guests will pay \$1,000 per plate in savings bonds for Israel.

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NBC-New York, 1/24/52

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N B C T E L E V I S I O N

A Service of Radio Corporation of America

TOP WASHINGTON NEWSMEN DISCUSS PRESIDENTIAL  
CANDIDATES FOR THE 'TODAY' VIEWERS

Three top newspaper correspondents in the Nation's capital, in a "pre-Presidential press conference" interview this morning with James Fleming, news editor of the NBC-TV early morning show, TODAY (Mondays through Fridays, 7:00-9:00 a.m., EST and CST) gave their opinions of the likely Presidential candidates and indicated the questions they would ask President Truman at his weekly press conference later that afternoon.

Edward Harris of the St. Louis Post Dispatch thought Sen. Estes Kefauver (D.-Tenn.) the most serious candidate for the Democratic Presidential nomination. William Lawrence of the New York Times speculated that President Truman, whether a candidate or not, would be "a tremendous power in the convention." Carleton Kent of the Chicago Sun Times expressed the opinion that Truman "would like not to run," and agreed that Governor Adlai Stevenson of Illinois, mentioned prominently as a leading candidate for the Democratic nomination, would be a good candidate, acceptable to Mr. Truman.

The questions which the correspondents intended asking at the President's press conference, answers to which make daily news headlines all over the world, revolved around the race for the Presidential nomination.

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Harris planned to ask the President his reason for not telling whether or not he will be a candidate for re-election. Lawrence hoped the President would clarify his position by saying whether or not he intended filing as a candidate for senator in Missouri. The main question Smith wanted Truman to answer was what he and Governor Stevenson talked about when Stevenson visited the President at Blair House.

Also on this morning's program, Dave Garroway, "communicator" on "Today," in keeping abreast of the news as it is happening, spoke by short wave with Bill Frye, NBC correspondent in Paris, to get the latest information on the demonstrations in Tunisia that lately have flared into open violence.

Frye reported that the French press was critical of the government's suppressing news of incidents in the North African protectorate, but that on the whole the government was becoming more and more conciliatory to demands being made by the independence seeking Nationalists in Tunisia.

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NBC-New York, 1/24/52



CREDITS FOR 'DIAL DAVE GARROWAY' ON NBC RADIO

STAR: Dave Garroway.

FORMAT: Music, skits, chatter.

TIME: NBC radio, Mondays through  
Fridays, 11:45 a.m., EST.

PRODUCER: Parker Gibbs.

DIRECTORS: Parker Gibbs and Charlie  
Andrews.

WRITER: Charlie Andrews.

MUSIC: Skitch Henderson (at the  
piano) and four other  
musicians.

CAST: Connie Russell and Jack  
Haskell, pop singers  
and actors; Charlie  
Andrews in skits.

ORIGINATION: New York.

SPONSOR: Armour and Company for  
Dial Soap, Chiffon Flakes,  
Perk, Dial Shampoo.

AGENCY: Foote, Cone and Belding.

ANNOUNCER: Ed Prentiss.

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# trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

January 25, 1952

\* \* \*  
NOBEL PRIZE WINNER BERTRAND RUSSELL TO APPEAR IN SPECIAL  
NBC-TV FILM ON HIS 'EIGHTY YEARS OF CHANGING  
BELIEFS AND UNCHANGING HOPES'  
\* \* \*

Bertrand Russell, the eminent philosopher and winner of the 1950 Nobel Prize for literature, has signed a contract with the National Broadcasting Company to appear in a film to be made expressly for television.

In announcing the new project, Frederic W. Wile, Jr., NBC vice president in charge of TV network production, said the network has asked Lord Russell to talk to its viewers about the things he has learned in a long, thoughtful and active life and about the things he feels he will never learn. Present plans call for an early Spring release.

Lord Russell has chosen to call what he has to say: "Eighty Years of Changing Beliefs and Unchanging Hopes." It is expected that the film, which will be a half-hour in length, will be made in his home in Richmond, Surrey, England. Romney Wheeler, head of the London office of NBC, will introduce Lord Russell and be present as a listener during the film, but the program will be neither an interview nor a dialogue; rather, the atmosphere will be that of an older man talking to a younger.

(more)



Lord Russell has been recognized as the latest example in a long tradition in British philosophy going back through John Stuart Mill, David Hume and Bishop Berkley to Thomas Hobbes and Francis Bacon. He is the author of more than 60 books and pamphlets -- books that won him acclaim as a profound mathematician, a brilliant philosopher, and a lucid popularizer. His most recent works are "A History of Western Philosophy," "Human Knowledge: Its Scope and Limits," "Authority and the Individual," "Unpopular Essays" and one just published this month, "New Hopes for a Changing World."

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NBC-New York, 1/25/52

on in British Columbia going with them to John  
we are happy to say to those who are  
the spirit of our day of hope and  
There is a strong feeling of  
of a great feeling, his most recent work  
with the people, "The People's  
the people, "The People's  
and, "The People's

THE PEOPLE'S

THE PEOPLE'S



'KATE SMITH HOUR' TO PRESENT FILMS AND VOICES  
OF WOUNDED GIS IN KOREA AND JAPAN AS A  
PUBLIC SERVICE TO THEIR FAMILIES

Kate Smith and producer Ted Collins will bring to the American public via television and film direct reports from wounded GIS of the Korean fighting to their families in the manner of personal bedside visits on their daytime NBC-TV KATE SMITH HOUR beginning Wednesday, Jan. 30 (4:00 p.m., EST). These filmed reports, photographed in hospitals in Korea and Japan, will be carried on the full-hour show from time to time.

In planning the new feature, producer Ted Collins stated that "this humanitarian policy is definitely needed today what with all the grief in the world due to war and may help in its own way to alleviate part of this misery. Television is the perfect medium to bring these reports and our men, who are fighting our cause on far-flung fronts, directly to the fold of their families."

Kate Smith recently announced the plan on her popular daytime program. At that time the noted singer said: "Ever since the truce talks started in Korea, and especially since the prisoner of war lists were released, there has been an increasing amount of confusion in the minds of parents, wives, families and sweethearts of men who have been reported wounded, missing or in the prisoner of war camps.

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We know how anxious anyone with a son, husband, father or sweetheart in Korea must be. Therefore we are going to do what we can to put your minds at rest.

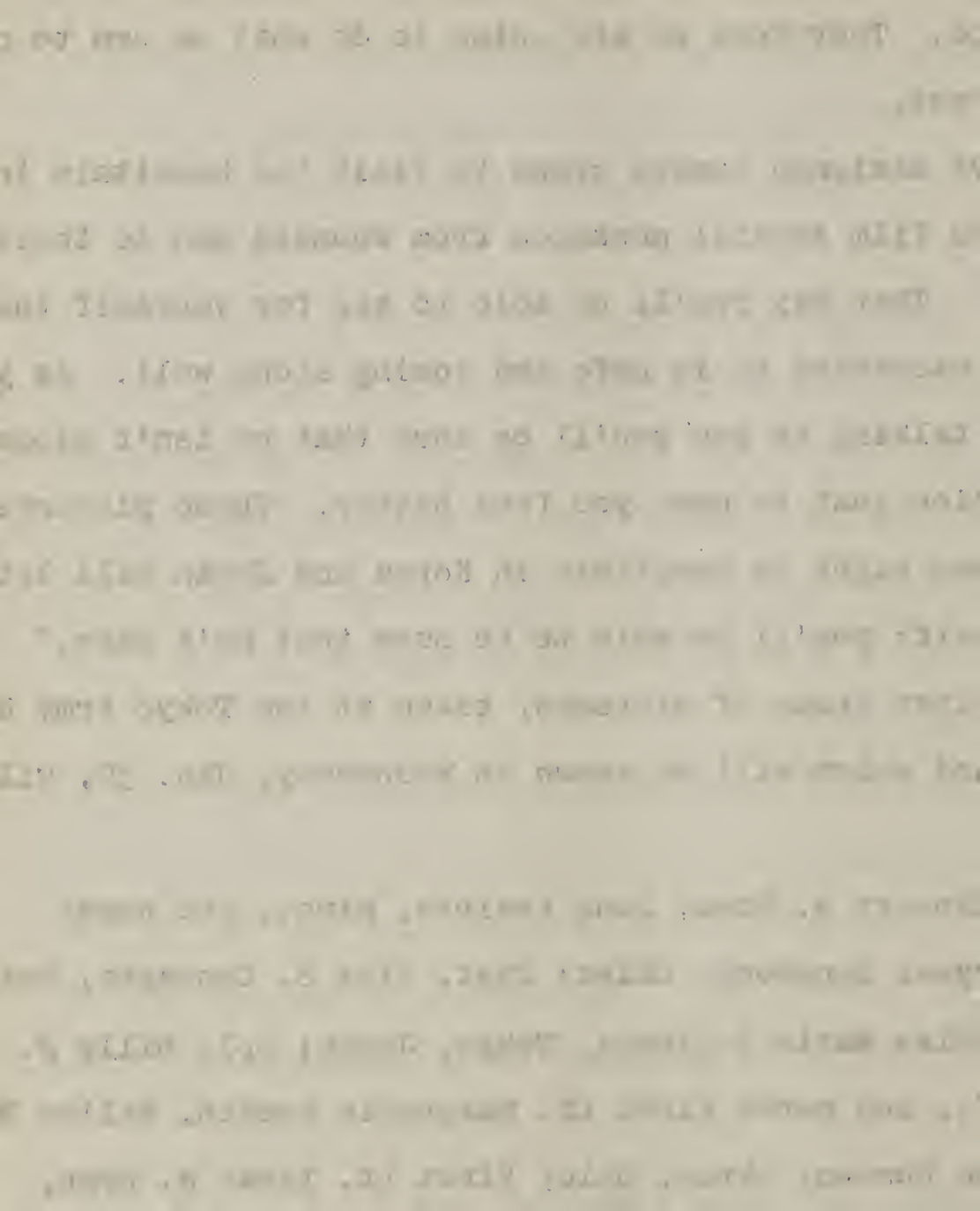
"We've assigned camera crews to visit the hospitals in Korea and Japan and to film special messages from wounded men to their loved ones back home. That way you'll be able to see for yourself that the fellow you're interested in is safe and coming along well. As you see your loved one talking to you you'll be sure that he isn't glossing over his condition just to make you feel better. These pictures and messages recorded right in hospitals in Korea and Japan will let you judge for yourself; you'll be able to be sure that he's safe."

The first group of pictures, taken at the Tokyo Army Hospital in Japan, and which will be shown on Wednesday, Jan. 30, will include:

Sgt. Robert J. Bous, Long Prairie, Minn., and nurse Mrs. Marie N. Pyun, Hongkong, China; Capt. Alex S. Consagra, Scranton, Pa., and nurse Miss Marie Fujinaga, Tokyo, Japan; Cpl. Billy F. Bowden, Richmond, Calif., and nurse First Lt. Marguerie Woodin, Miller Falls, Me.; Pfc. Milton Duncan, Akron, Ohio; First Lt. Issac N. Ryan, Chattanooga, Tenn.; Pfc. Stanley L. Bulas, Buffalo, N.Y.; Pfc. Dennis E. Dolan, Tipton, Iowa; Major John R. Spencer, Reidsville, N.C.; Cpl. John C. Allen, Elmira, N.Y.; Pfc. David L. Driscoll, Columbus, Ohio; Pvt. Anastacio Delana, Wilmington, Calif.; and James H. Ray (no rating given), of Sanger, Calif.

The program is produced by Ted Collins, with Barry Wood as associate producer.

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NBC RADIO CARRIES FIRST DIRECT REPORT  
FROM RIOT-TORN TUNISIA

NBC radio news scored another scoop this morning, Friday, Jan. 25, on the WORLD NEWS ROUNDUP (network except WNBC) when Dan Kurzman, NBC Middle East correspondent, made the first broadcast direct from Tunisia. Kurzman told of rioting and sabotage, during a trans-Atlantic report broadcast at 8:02 a.m. (EST) on the NBC radio network and at 8:15 a.m. on NBC-TV's TODAY.

Kurzman reported: "Early this morning two railroad trains were derailed by Nationalist saboteurs. One Tunisian worker was crushed to death.....Late reports also indicate that police in a village 25 miles from Tunis repulsed an attack on their post. Most telephone lines in Tunisia were cut this morning.

"Yesterday four persons were killed and nine wounded in a pitched gun and brickbat battle between police and demonstrators in the town of Kairouan about a hundred miles south of Tunis.....

"Fearful of increasing native attacks on French forces, Resident General Jean de Hauteclocque has asked Paris for military reinforcements. It is believed by many observers that unless a compromise between the French and the Bey regarding the latter's demand for greater autonomy is reached soon, violence may grow far worse, for what started as purely a political brawl is rapidly turning into a bitter anti-foreign campaign among the Moslems."

RCA Communications confirmed the fact that Kurzman's on-the-spot report was the first one made directly from Tunis. Usually stationed in Israel, Kurzman moved to Tunisia promptly when trouble broke out there. As usual, NBC had a radio reporter on the scene of headline news first.

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# trade news

RCA BUILDING · RADIO CITY · NEW YORK

2 COPIES

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PR-17A-9-45

January 25, 1952

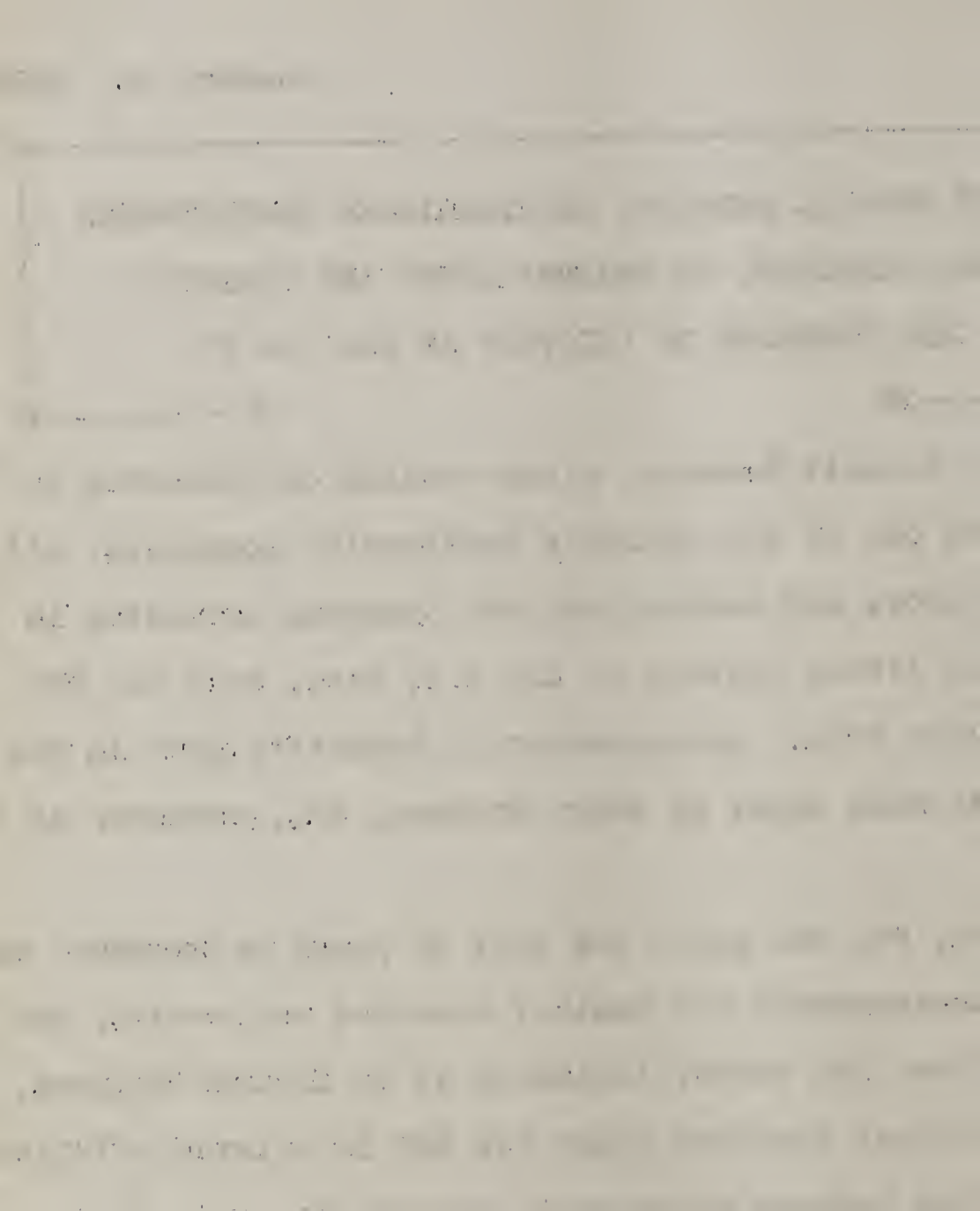
ROBERT RUSSELL BENNETT, DISTINGUISHED ORCHESTRATOR  
AND COMPOSER, TO ARRANGE SCORE AND CONDUCT  
NBC SYMPHONY IN 'VICTORY AT SEA' ON TV

Robert Russell Bennett, a top-ranking orchestrator in the United States and one of the nation's outstanding composers, will orchestrate the score and conduct the NBC Symphony Orchestra in "Victory at Sea," the living history of the U.S. Navy, over the NBC television network next Fall. Announcement of Bennett's part in the forthcoming series was made today by Henry Salomon, Jr., producer of "Victory at Sea."

Bennett, who has spent the last 30 years on Broadway writing the orchestral arrangements for musical comedies and revues, has done scores for more than 300 shows, including 12 by Richard Rodgers, who is writing an original symphony score for NBC television's "Victory at Sea." Among the Rodgers shows which Bennett has orchestrated are "Oklahoma!," "South Pacific" and "The King and I."

Over the past 30 years Bennett has arranged more than 5,000 popular songs, orchestrating for noted Broadway composers including Cole Porter, Irving Berlin, Vincent Youmans, Rudolph Friml, Arthur Schwartz, George Gershwin and Jerome Kern. In addition, he is a prolific composer of serious music and has written a three-act opera, two

(more)



one-act operas, six symphonies, three concertos, as well as other musical works. Bennett is president of the National Association for American Composers and Conductors.

He was born in Kansas City in 1894, the son of George Robert Bennett, violinist in the Kansas City Philharmonic, and May Bradford Bennett, who taught piano. Bennett wrote his first arrangement at the age of 9. His first job was playing the pipe organ at the Royal Theater in Kansas City and playing the piano in the local auditorium theater. He was also pianist in several string ensembles.

In 1916, he went to New York to work in the copy department of G. Schirmer. He began transcribing for private individuals, then organized and conducted Army bands during the first World War. Next, he worked for Harms, a music publishing company, and quickly became a well-known orchestrator in New York. His first major work was for the 1922 edition of George White's "Scandals." He then arranged Jerome Kern's "Stepping Stones."

By 1926 Bennett had worked on more than 60 musical comedies and revues, and in that year he went to Europe to study as a pupil of Mme. Nadia Boulanger. He stayed there until the end of 1929. He was awarded a Guggenheim Fellowship, and in his first four years in Europe produced over 20 compositions ranging from a symphony to a collection of sketches for the piano.

By 1930 Bennett had returned to New York to arrange music for such smash hits as "The Band Wagon," "Of Thee I Sing," "The Cat and the Fiddle," "Face the Music" and "Roberta."

In 1936 he went to Hollywood, where he remained four years composing and orchestrating the music for 30-odd movies. Bennett is now with the music firm of Chappell & Co. in New York.

"Victory at Sea" is being written by novelist C.S. Forester. Robert Montgomery will narrate the series, which will tell the story of naval operations around the world from before Pearl Harbor to the present. Rodgers is writing his first score for television for "Victory at Sea."

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# trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

January 28, 1952

MOLLY HELPS APARTMENT-HUNTING FRIEND  
AS 'THE GOLDBERGS' START  
ON NBC-TV FEB. 4

## PREMIERE

Warm-hearted Molly characteristically will be doing a favor for someone else when the perennially-popular comedy-drama of a New York family, THE GOLDBERGS, returns to television Monday, Feb. 4 (NBC-TV, 7:15 p.m., EST).

The program will be seen Mondays, Wednesdays and Fridays at that hour. It will be sponsored on Mondays by the Vitamin Corporation of America.

Gertrude Berg, creator of "The Goldbergs" as a radio show in 1929, continues to be starred as Molly. She will be endeavoring to find an apartment for her friend, Mrs. Bloom, in the same building, where the Goldbergs live. Molly's difficulties with other tenants will occupy her during these first three telecasts. Each episode will be complete in itself. A new theme will be introduced each week.

Cast members for the Feb. 4 telecast will include Mrs. Berg as Molly, Eli Mintz as Uncle David, Arlene McQuade as Rosalie, Molly's 15-year-old daughter; Betty Walker as Mrs. Cramer, Doris Weissman as Mrs. Herman, and Henry Sharp as Mr. Klinger, a new character in the roster of "The Goldbergs."

Mrs. Berg is star and writer of the program. Walter Hart is producer-director, Michael Morris is script editor and Otis Riggs is set designer. Duane-Jones is the advertising agency for the Vitamin Corporation of America.



'NBC TELEVISION OPERA THEATRE' TO PRESENT  
PUCCINI'S 'THE CLOAK' AS FIFTH OFFERING

Puccini's opera "The Cloak" (Il Tabarro) will be offered as the fifth presentation this season of the NBC Television Opera Theatre on Thursday, Feb. 14 (NBC-TV, 11:00 p.m., EST).

Elaine Malbin, Robert Weede and Davis Cunningham will play the principal parts in this melodramatic one act opera. "Il Tabarro" is the first of the triptych of operas written by Puccini for presentation in one evening. Last year the NBC opera department offered the third of the three, "Gianni Schicchi." The other opera in the triptych is "Suor Angelica."

Peter Herman Adler, music and artistic director, again will conduct. Samuel Chotzinoff will be producer and Charles Polacheck will be associate producer. Kirk Browning will be television director.

Other members of the cast so far selected are Margary Mayer, Michael Pollock and Kenneth Smith.

Settings will be by Carl Kent and costumes by Liz Gillelan. Hans Busch, who staged "Gianni Schicchi" last season and "Pagliacci" earlier this season, will stage the opera. Herbert Grossman will be assistant conductor and John Block assistant television director. George Voutsas will be audio director.

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NBC-New York, 1/28/52

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'HOWDY DOODY' AND CO. WILL CELEBRATE  
1,000TH APPEARANCE ON NBC-TV  
WITH A GALA ON-THE-AIR SHOW

An outstanding event in the history of network television will be reached by NBC-TV's HOWDY DOODY on Tuesday, Feb. 12, when the popular children's puppet-variety program presents its 1,000th telecast.

To celebrate its becoming the first TV network program to reach the 1,000 mark, "Howdy Doody" on that day will present a gala "on-the-air" celebration. The details will be announced soon.

Recipient of many awards, consistently rated as the top children's program on television as well as one of the highest rated five-times-weekly daytime shows, "Howdy Doody" first came to life in 1947, the result of his alter-ego, Bob Smith, and the imagination of the children themselves.

At that time, Bob Smith was conducting a Saturday morning children's program on radio, the "Triple B Ranch." One of the favorite characters voiced by Bob was a youngster called "Elmer." Because Elmer always addressed the kids with "Howdy doody, Kids," the children soon were calling Elmer, "Howdy Doody," and demanding to see him. Thus was "Howdy Doody" born on television.

The series began on NBC-TV on Dec. 27, 1947. It was a one-hour show broken in four parts -- one segment devoted to old time movies, one quarter hour to audience-participation with the kids, another to comic by-play between Bob and Howdy, and the other to a live serial story. Revisions were made until four months later the show achieved its present format and became a half-hour show, Mondays through Fridays.

Today an average of 20,000,000 "small fry" and grown-ups watch "Howdy Doody" every week. Roger Muir produces the show for NBC-TV.

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NBC-New York, 1/28/52



DR. MARSHALL TO EXPLAIN EARTHQUAKE CAUSES ON TELECAST  
MARKING FOURTH ANNIVERSARY OF 'NATURE OF THINGS'

THE NATURE OF THINGS will mark its fourth anniversary on the air Saturday, Feb. 2 (NBC-TV, 5:30 p.m., EST) when Dr. Roy K. Marshall tells about "Earthquakes." The causes and distribution of the earth's tremors, and the means used today to detect the movements, sometimes half way around the world, will be demonstrated.

"The Nature of Things" was first seen on the NBC television network on Feb. 5, 1948, originating then, as it does now, in Philadelphia. During the years Dr. Roy K. Marshall has discussed and demonstrated natural phenomena which take place throughout the world and the areas surrounding it, making clear to the viewers the causes and effects of the unusual goings-on. Within the past few months, Dr. Marshall has discussed such diverse subjects as comets and meteors, synthetic rubber, telescopes, vacuum, interesting metals and the fourth dimension.

The telecasts are used regularly by school teachers as assignments, and in many cases the teachers repeat in the classrooms the experiments performed on the air by Dr. Marshall. Mail addressed to Dr. Marshall as a result of the program has been from youngsters too young to be able to express themselves properly, necessitating dictation of the letter to a parent; from people who have reached great age, and from people of in-between ages.

Throughout its four-year run, the program has consistently won acclaim from critics. Many organizations have honored the program's founder and mentor, Dr. Marshall. Two of the latest honors were the annual Engineers' Award, presented to Dr. Marshall by Drexel Institute of Technology, and television editors throughout the country recently named Dr. Marshall's "The Nature of Things" among the first in the "Best Educational or Public Service" classification in the Fame magazine poll.

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BOB HOPE TO WEAR CROWN AT HOUSTON'S MARDI GRAS

- - -

Star Is Chosen King for Affair to Aid University Fund

Bob Hope will reign as King of the Mardi Gras at the Coliseum in Houston, Texas, on Feb. 15. The NBC comedian was selected for the honor by the Mardi Gras Committee of the University of St. Thomas, which stages the huge benefit annually for the University Scholarship Fund.

Before he takes up his regal duties, Hope and his troupe will record their regular NBC radio program (Tuesdays, 9:00 p.m., EST) from the Ellington Air Force Base near Houston for later broadcast.

At the Mardi Gras, Hope's princesses will be beautiful girls from Rice Institute, University of Houston, St. Joseph's College of Nursing and Sacred Heart College, all of whom have been invited to participate by the Basilian Fathers, administrators of the University of St. Thomas. King Hope will lead a grand march and then be emcee of a special show at Houston's Coliseum.

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The Board will meet at 10:00 a.m. on the 15th day of June, 1900, at the University of Chicago, Chicago, Ill. The Board will consider the report of the President and the report of the Board of Trustees, and will also consider such other business as may come before it. The Board will adjourn at 1:00 p.m. on the 15th day of June, 1900.

The Board will meet at 10:00 a.m. on the 15th day of June, 1900, at the University of Chicago, Chicago, Ill. The Board will consider the report of the President and the report of the Board of Trustees, and will also consider such other business as may come before it. The Board will adjourn at 1:00 p.m. on the 15th day of June, 1900.

JOHN CAMERON SWAYZE IS  
AN 'HONORABLE' MAN

John Cameron Swayze bids fair to be one of the most-honored TV and radio news commentators for the second year in a row. The newsman, seen Mondays through Fridays on the CAMEL NEWS CARAVAN (NBC-TV network, 7:45 p.m., EST) and heard on NBC radio, Sundays at 3:45 p.m. (EST) has won Look Magazine's award, Motion Picture Daily's Fame Award and Radio-TV Daily's annual award for the second successive year.

Swayze also took top honors as the best TV commentator in a poll conducted recently by the Cleveland Plain-Dealer.

Among several community service citations, the top-ranking commentator won a parchment from the Community Chests of America for his "outstanding work on behalf of the Red Feather campaigns."

Swayze also won the title of "Commentator of the Year" from the Alpha Delta Gamma fraternity of DePaul University in Chicago.

He will be "King of News" at New York's first Mardi Gras the night of February 26th at the Grand Ballroom of the Plaza Hotel in Manhattan. The Mardi Gras will benefit the N.Y. Junior League charities.

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# trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

January 29, 1952

'HERE'S TO YOUR HEALTH'

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Noted Specialists to Participate in New Drama-Documentary  
Series Presented by NBC-TV and New York County  
Medical Society, Starting Feb. 10

Authoritative medical information will be presented to the general public in drama-documentary form in a series of telecasts to be produced by the New York County Medical Society in cooperation with the National Broadcasting Company starting Feb. 10, Frederic W. Wile, Jr., NBC vice-president in charge of TV Network Production, announced today.

The program series, to be titled "Here's to Your Health," will mark one of the greatest efforts to reach the public that the medical profession has ever undertaken. Two telecasts will be presented during February; thereafter, the series will be offered in monthly installments.

Telecasts will originate in hospitals, laboratories, research centers, as well as the NBC television studios. They will be semi-documentary in format, with each program devoted to a particular disease. Two medical specialists who are recognized as leaders in the field under discussion will be invited by the Society to participate

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# THE HISTORY OF THE

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in each program. Authenticity of the medical and scientific information broadcast will be guaranteed by the Society, which will retain close control over the subject matter to be televised.

The first program, devoted to poliomyelitis, will be telecast Sunday, Feb. 10, from 5:30 to 6:00 p.m., EST, and will originate in the Institute of Physical Medicine and Rehabilitation, New York City. The medical participants will be Dr. Howard Rusk, director of the Institute, and Dr. Hart van Riper, medical director of the National Foundation for Infantile Paralysis.

The second telecast, dealing with heart disease, will be presented Saturday, Feb. 23, from 7:00 to 7:30 p.m., EST. Subsequent programs will deal with cancer, arthritis, diabetes, high blood pressure and other significant diseases and aspects of medicine.

Dr. Lester L. Coleman, a member of the New York County Medical Society who originated and designed the program, will supervise the series. Its purpose, as outlined by Dr. Coleman, is:

(1) To acknowledge the public's right to receive authoritative information from medical experts; (2) to explain and evaluate the newest scientific discoveries in medicine; (3) to expose false claims and misinterpretations of medical facts; (4) to create a greater bond of understanding between the patient and the doctor; (5) to replace anxiety and fear with encouragement and hope.

"Physicians everywhere," Dr. Coleman said, "are astounded by the number of patients suffering relatively minor complaints who present themselves with fear and anxiety out of all proportion to the severity of their illness. The family and social life of many patients

(more)





has been altered and even destroyed by fear -- fear of a disease they do not have or may not ever have. Sometimes this fear is created by a casual suggestion of a well-meaning friend or by an enthusiastic, yet carelessly planned piece of health propaganda.

"'Here's to Your Health' will aim to dispel fear through the dissemination of hopeful and accurate present-day knowledge in medicine. This information will be authenticated by nationally-known experts in every field of medicine and will have the authoritative sponsorship of The Medical Society of the County of New York. This Society is composed of 7,000 practicing physicians and surgeons in the city of New York and is the largest County Medical Society in the world. Although the program will be produced in New York City, it will be supported by many other county societies in the United States incorporated in the National Foundation of County Medical Societies."

Craig Allen of NBC will produce the series, and Budd Fishel will write the scripts. Alan Neuman will direct the first program.

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NBC-New York, 1/29/52



# **trade news**

**RCA BUILDING · RADIO CITY · NEW YORK**

PR-17A-9-45

TOTAL OF RADIO SETS IN U. S. EXCEEDS 105,000,000,

GAIN OF 9,300,000 OVER FIGURE FOR 1951

NEW YORK CITY, Jan. 29 -- Radio sets in the United States as of Jan. 1, 1952, totaled over 105,000,000 -- a ratio of one set for every person of voting age -- a Joint Radio Network Committee composed of research representatives of the four major networks revealed today.

The new estimate of 105,300,000 sets represents an increase of 9,300,000 sets, 9.7% over the 96,000,000 estimated one year ago.

New radio households account for 900,000 of the increase in sets during the past year. Secondary and portable sets added to already existing radio households total 4,000,000, and 4,400,000 additional radio-equipped cars complete the sum of the 9,300,000 increase.

A breakdown of the aggregate estimate for 1952 puts 42,800,000 sets in households with at least one radio. Secondary and portable sets in all radio households add up to 34,000,000. Radio-equipped cars number 23,500,000, and there are 5,000,000 sets in all other places.

For the first time this year a new category of sets in institutions, dormitories and barracks was instituted. The new category lists 900,000 sets, with the remainder, 4,100,000, credited to all other places.

Expressed in tabular form, the committee's analysis of the 1952 radio set total may be compared with last year's figures:

- more -





	<u>Number of Radio Sets as of Jan. 1</u>	
	<u>1952</u>	<u>1951</u>
Radio Households	42,800,000	41,900,000
Secondary and Portable Sets in Homes	34,000,000	30,000,000
Radio-Equipped Cars	23,500,000	19,100,000
Sets in Institutions, Dormitories and Barracks	900,000	*
Sets in Other Places	4,100,000	5,000,000
	<hr/>	<hr/>
Total Sets	105,300,000	96,000,000

\* Included with Sets in Other Places in 1951

This analysis reveals an estimated total of 76,800,000 home radio sets in the U. S., an average of 1.8 sets in each radio home, exclusive of auto sets.

In arriving at the total of 42,800,000 radio households, the Joint Committee referred to the Housing Census of 1950, which showed that 95.6% of U. S. homes had at least one radio. This ratio was applied to Sales Management's preliminary estimate of 44,737,900 U. S. households as of Jan. 1, 1952. This household estimate is the latest available and is based on current Census information. Committee members pointed out, in discussing the 95.6% saturation, that local surveys in many parts of the country showed higher ratios, but that these were inadequate for projections for the entire nation.

The 4,000,000 increase in the new estimate of secondary and portable sets in radio households is especially significant, the committee noted, in that



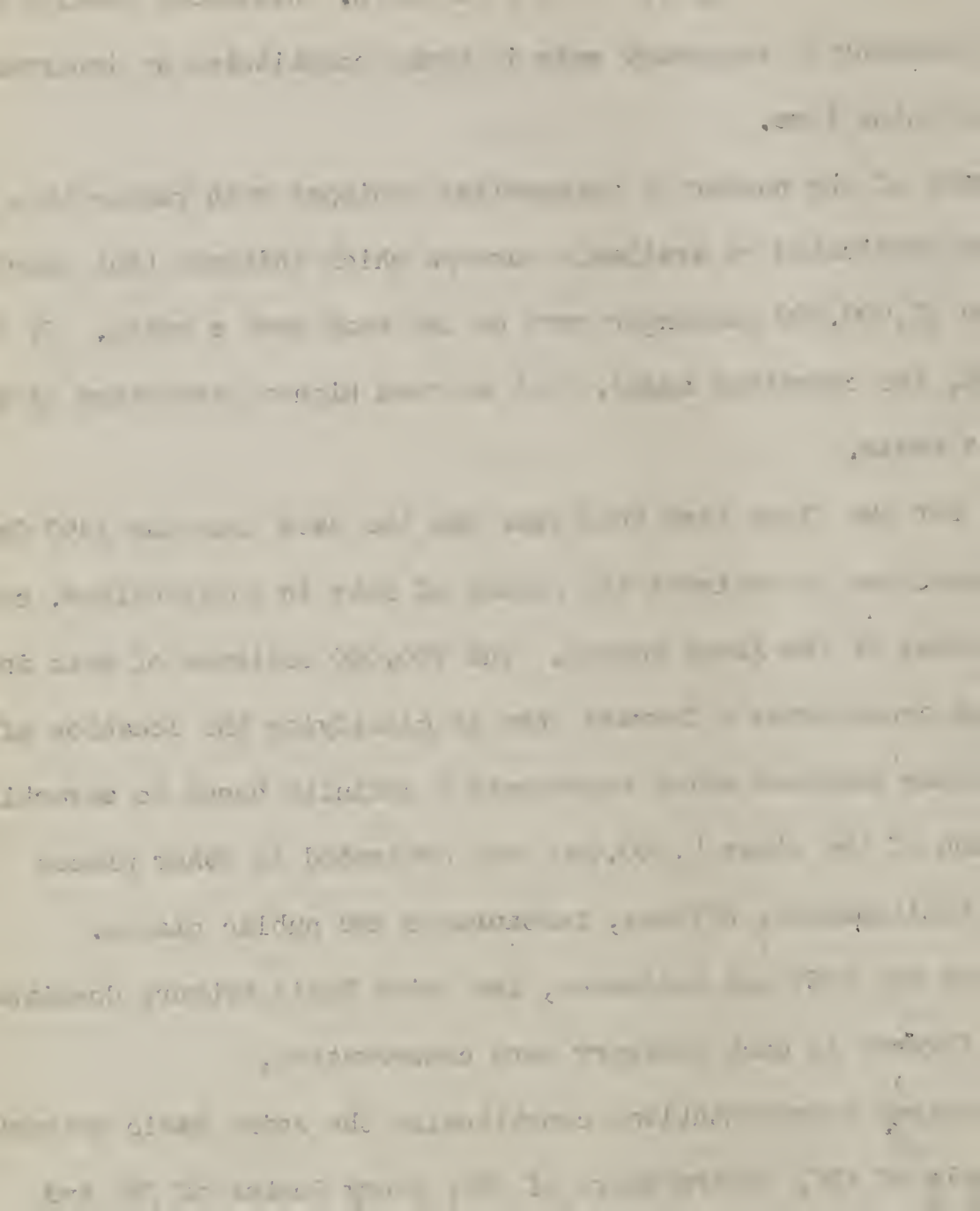
it provides greater radio listening opportunity in homes. Available studies have demonstrated that listening to secondary sets in homes constitutes an important portion of total listening time.

The estimate of the number of automobiles equipped with radios this year, 23,500,000, is predicated on available surveys which indicate that nearly 64% of the more than 37,000,000 passenger cars on the road have a radio. It is generally recognized, the committee added, that an even higher percentage of new cars sold includes a radio.

Available for the first time this year was the data from the 1950 Census which enabled the committee to estimate the number of sets in institutions, college dormitories and barracks of the Armed Forces. The 900,000 estimate of sets in these specific places constitutes a forward step in clarifying the location of a segment of the listening audience which represents a definite bonus to advertisers using radio. Location of the other 4,100,000 sets estimated in other places includes business establishments, offices, restaurants and public places.

In releasing the 1952 set estimates, the Joint Radio Network Committee emphasized that the figures in each category were conservative.

Network research representatives constituting the Joint Radio Network Committee are Don Coyle of ABC, Edward Reeve of CBS, Henry Poster of MBS and Hugh M. Beville, Jr., of NBC.





# trade news



MR BILL LAUTEN  
ROOM 400

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

January 30, 1952

NBC SUBSCRIBES TO NIELSEN TV INDEX  
AND MARKETING SERVICE

The National Broadcasting Company has subscribed to the Nielsen Television Index, Edward D. Madden, NBC vice president in charge of Television Network Operations and Sales, announced today.

NBC, which also subscribes to the Nielsen Radio Index, subscribed for the complete national television service and for the Marketing Service, providing special use of the Nielsen Food and Drug Market Data.

"Our subscription to this service follows months of analysis and investigation," Madden said. "Its present performance and acceptance as a measure of the TV audience are recognized as being outstanding."

Madden added that the market information developed by the A.C. Nielsen Company will be of special value to the network in its work with advertisers in the food and drug fields. Together with NBC's own research aimed at measuring the sales effectiveness of television, the Nielsen sales-flow records will provide further understanding of television's advertising impact and dollar value.

Madden said that NBC will continue its present subscription to Trendex and the American Research Bureau.

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## ROY ROGERS WON'T SELL 'TRIGGER';

'HE BELONGS TO THE KIDS, TOO'

Roy Rogers, star of the ROY ROGERS SHOW (NBC radio Fridays, 8:00 p.m., EST AND NBC-TV Sundays, 6:00 p.m., EST) announced last night that, after careful consideration, he had decided to turn down a \$200,000 cash offer for his horse, Trigger.

Rogers, who is attending the Houston, Texas, Fat Stock Show through Feb. 10, has been swamped with mail from his many juvenile fans, begging him not to part company with Trigger. Rogers had been considering the \$200,000 offer for his palomino, made by J.B. Ferguson, a cattle rancher of Wharton, Texas.

Says Roy, "I couldn't sell Trigger because I know now that Trigger is not mine to sell. He belongs to the kids, too."

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## WARNER ANDERSON JOINS 'KINGS ROW' CAST

Warner Anderson, currently co-starring in the Broadway play, "Remains to Be Seen," will join the cast of the serial drama, KINGS ROW (NBC radio, Mondays through Friday at 11:30 a.m., EST).

Beginning Feb. 4, he will have an important role as a doctor of science. Anderson has many motion pictures to his credit, including the role of a doctor in the "Dr. Kildare" series as well as a featured part in "Weekend at the Waldorf."

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NEW SALVATION ARMY HYMN BY MEREDITH WILLSON  
TO BE INTRODUCED AND SUNG ON 'THE BIG SHOW'

Tallulah Bankhead will formally introduce "Banners and Bonnets," the new Meredith Willson hymn for the Salvation Army, on NBC radio's THE BIG SHOW Sunday, Feb. 3 (6:30-8:00 p.m., EST), during which "Banners and Bonnets" will be sung by Vera Lynn, accompanied by "The Big Show" orchestra and chorus directed by the composer.

Willson, who wrote the hymn at the request of Joseph H. McConnell, NBC's president and chairman of the Salvation Army's 1952 fund appeal in greater New York, will donate all royalties he receives as author and composer to the Salvation Army, an organization with which he has been closely associated for over 20 years.

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MORE PLAYERS NAMED FOR 'THE GOLDBERGS'

Characters who will appear in the telecasts on THE GOLDBERGS Wednesday, Feb. 6 and Friday, Feb. 8 (7:15 p.m., EST) will include Mrs. Jagwell (played by Margaret Neff), Mr. Shay (Frederick Meyer), Mrs. Cramer's mother (Nellie Cassman), and Mr. Fishbein (Sam Bonnell).

These characters are in addition to the previously-announced Molly, her family and friends, who will start the new NBC-TV series Monday, Feb. 4. Molly's trials in helping a prospective tenant to move into the building where the Goldbergs live will be telecast in three comedy episodes during the week, each complete in itself although dealing with the same basic theme.

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NBC-New York, 1/30/52



January 31, 1952

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Dennis Day to Start  
Own TV Show Feb 8

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Dennis Day will star in his own television show starting Fri day, Feb. 8 (NBC-TV, 8:00 p.m., EST). He will appear as star of the RCA VICTOR SHOW on alternate weeks, with Ezio Pinza starring on the other Friday evenings. Pinza started the series on Nov. 23, 1951, and has been appearing weekly until the premiere of the Dennis Day Show.

Day's telecast will originate in Hollywood. He will be assisted by Verna Felton, playing the part of his mother, and Kathy Phillips as his girl friend in a situation comedy program, interspersed with songs by the star.

Day has achieved national fame for his radio appearances and recordings. His radio comedy program raised him to the front rank of comedy actors. The comic misadventures of Day as a befuddled, romantic character will form the basic element of the new program.

Joseph Santley will be producer-director, Bud Dant the music director, and Parke Levy and Stanley Adams the writers. Settings are by John Arensma.

J. Walter Thompson is advertising agency for RCA Victor.

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The first part of the report deals with the general situation of the country and the progress of the work of the various departments. It then goes on to discuss the results of the various investigations and the measures taken to improve the situation. The report concludes with a summary of the work done during the year and a statement of the plans for the future.



PAT STEEL AND CLYDE L. CLEM APPOINTED TO POSTS  
IN NBC RADIO ADVERTISING AND PROMOTION DEPT.

Two appointments in the NBC Radio Advertising and Promotion Department have been announced by Jacob A. Evans, manager.

Pat Steel, former supervisor of Audience Promotion, has been named Advertising and Promotion coordinator, and Clyde L. Clem, former supervisor of Station Promotion, has been appointed supervisor of Audience Promotion.

Steel came to NBC in November, 1947 from Station KPLT, Paris, Texas, where he had served as program director, promotion manager and copy and continuity chief. He joined the network as an audience promotion writer, and later moved to the copy department. He also was supervisor of broadcast promotion before becoming supervisor of Audience Promotion.

Clem joined the network in September, 1949, after having served as sales promotion manager at Station WSOC, Charlotte, N.C. His initial position with NBC was as assistant to the manager of audience promotion. A few months later he was named supervisor of station promotion.

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NBC-New York, 1/31/52



CREDITS FOR 'RCA VICTOR SHOW' STARRING DENNIS DAY

STARTS: Friday, Feb. 8

TIME: NBC-TV, alternate Fridays,  
8:00 p.m., EST

STAR: Dennis Day

SUPPORTING PLAYERS: Verna Felton as his mother,  
and Kathy Phillips as his  
girl friend.

PRODUCER-DIRECTOR: Joseph Santley

MUSIC DIRECTOR: Bud Dant

WRITERS: Parke Levy and Stanley  
Adams

ASSOCIATE PRODUCER: Bill Harmon

TECHNICAL DIRECTOR: Sil Caranchini

SETTINGS: John Arensma

SPONSOR: RCA Victor

AGENCY: J. Walter Thompson

ORIGINATION: Hollywood.

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CREDITS FOR RCA VICTOR SHOW: STARRING DENNIS DAY

STARTS:	Friday, Feb. 8
TIME:	WBC-TV, alternate Fridays, 8:00 p.m., EST
STAR:	Dennis Day
SUPPORTING PLAYERS:	Verna Felton as his mother, and Kathy Phillips as his girl friend.
PRODUCER-DIRECTOR:	Joseph Santley
MUSIC DIRECTOR:	Bud Delf
WRITERS:	Parke Levy and Stanley Adams
ASSOCIATE PRODUCER:	Bill Harmon
TECHNICAL DIRECTOR:	Elf Caranahan
SETTING:	John Aronson
STATION:	RCA Victor
AGENCY:	J. Walter Thompson
ORIGINATOR:	Hollywood.

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